

**COURSE
GUIDE**

**MAC 421
ADVANCED NEWSPAPER/MAGAZINE PRODUCTION**

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CONTENTS	PAGE
Introduction	iv
What you will Learn in this Course	iv
Study Units	v
Textbooks and References	vi
Assessments	vi
Tutor-Marked Assignments	vi
Final Examination and Grading	vii
How to Get the Most from this Course	vii
Facilitators, Tutors and Tutorials	vii
Conclusion	vii
Summary	vii

INTRODUCTION

Welcome to MAC 421 – Advanced Newspaper/Magazine Production. This course is for 400 level students of the Department of Mass Communication with a bias in the print media. It provides students with both the theoretical and practical knowledge and processes involved in newspaper/magazine production. As you go through this course, you should be able to know how newspapers/magazines are produced starting from the collection of news, copy flow, editing, page planning etc, till the product gets to the final consumer – the readers. The course will also expose you to some of the basic concepts in newspaper/magazine production such as the mission statement, editorial policy and the house style which guide editorial staff in the production process. Also contained in this course is the new technique in newspaper/magazine production brought about by ICT and the Internet; and the challenges which newspapers and magazines face in a developing country such as Nigeria.

In doing this, a lot is required from you. You should be ready to invest your time and participate actively in class including the tutor-marked assignments. The Self- Assessment Exercises (SAE) and Tutor-Marked Assignments (TMAs) help you to evaluate your performance to know whether you are lagging behind.

WHAT YOU WILL LEARN IN THIS COURSE

This course will provide you with a mastery of the production process in newspapers/magazines, the personnel and the things that influence their activities. Module 1 gives a brief background of the newspaper/magazine industry in Nigeria, their classification and the things that influence the activities of the practitioners in and outside the newsroom. These include mission statement, editorial policy, house style, etc. Module 2 deals with the newsroom personnel, copy flow, the gate-keeping concept and the dual mandate which newspapers and magazines play in the society. Module 3 deals on photographs, photo-editing and the legal and ethical issues newsmen consider during newspaper/magazine production. Module 4 handles make-up, headline casting and counting while Module 5 dwells on the contribution of ICT in newspaper/magazine production especially in Nigeria. It is expected that at the end of this course, you will have a better knowledge and understanding of all the issues discussed in the five modules.

STUDY UNITS

MAC 421 (Advanced Newspaper/Magazine Production) is a three-credit, 400 level course for students of Mass Communication. There are five modules in this course. Module 1 consists of five units while modules 2 – 5 have four units each. Thus, the entire course is made up of 21 units; and the topics are arranged in logical sequence. The units are not of equal length. The length of each unit depends on the issues discussed. Also, the topics as discussed here are not entirely exhaustive. You are advised to consult some of the reference materials listed for more detailed information on the topics. The five modules and the contents are as follows:

Module 1 Newspapers and Magazines: An Overview

- Unit 1 Meaning and Brief History of Newspapers and Magazines
- Unit 2 Classification of Newspapers
- Unit 3 Classification of Magazines
- Unit 4 Mission Statement, Editorial Policy, House Style, Editorials
- Unit 5 Function of Editorial Pages, Opinion Pages and Editorial Cartoons

Module 2 Newsroom Personnel, Departments and Copy Flow

- Unit 1 Newsroom Personnel and Organisation
- Unit 2 Copy Flow and Copy Editing
- Unit 3 The Concept of Gate-Keeping
- Unit 4 Conflict of Dual Mandate and Business Interest

Module 3 Photographs and Cartoons in Newspapers and Magazines

- Unit 1 Need for Photographs and Cartoons in Newspapers/ Magazines
- Unit 2 Photo-Selection and Editing
- Unit 3 Legal and Ethical Issues in Photo-Selection and Editing
- Unit 4 Legal and Ethical Issues in Newspaper/Magazine Production

Module 4 Editing and Page Make-Up

- Unit 1 Why Editing and Page Make-Up?
- Unit 2 Copy Fitting and Types of Page Make-Up
- Unit 3 Elements of Page Make-Up
- Unit 4 Headlines and their Importance

Module 5 Newspaper/Magazine Printing, Distribution and Challenges

Unit 1	The Printing Process
Unit 2	ICT Application in Newspaper/Magazine Production
Unit 3	E-Publishing
Unit 4	Factors Militating against Newspaper/Magazine Production in Nigeria

In each module is a list of the arrangement of its content. These are: introduction, objective, main content, conclusion and summary of the unit. Also contained in the list is a tutor-marked assignment and references/further reading. The essence of the tutor-marked assignment is to evaluate your understanding of the topics discussed. You are expected to do your assignments and submit for grading.

TEXTBOOKS AND REFERENCES

Since the units here may not have discussed everything about the topics or treated them in all their perspectives, you are provided with reference materials for further reading at the end of each unit. Though efforts have been made to provide you with the basic and essential things you need to know about the course, you should consult the reference materials when the need arises. Also, you should not depend solely on this course material but form the habit of consulting texts and crosschecking facts for greater assimilation.

ASSIGNMENTS

Two types of assignment are provided in this course. They are the Self-Assessment Exercise (SAE) and the Tutor-Marked Assignment (TMA). The SAE is not expected to be submitted for grading but meant to be used by you for self-evaluation. The SAE helps you to know your level of mastery of the topic. However, if you have any difficulty with the SAE, you should consult the tutor. The TMAs on the other hand should be submitted for grading. They account for 30% of the total score in the course at the end of the semester. You should therefore accord them the seriousness they deserve.

TUTOR-MARKED ASSIGNMENT (TMA)

At the end of every unit is a TMA which you are expected to answer as instructed and submit for grading. The TMA will aid in evaluating your performance in the course. Please take it serious.

FINAL EXAMINATION AND GRADING

The final examination for the course will last for three hours and constitute 70% of your total grade in the course. The examination questions will be based on the topics discussed in this course material which are adequately reflected in the SAEs and TMAs. You are therefore advised to be serious with both the SAE and TMA.

HOW TO GET THE MOST FROM THIS COURSE

This course is a continuation of or an advanced version of some of the courses that you did earlier. Among these courses is newspaper/magazine production. The only difference is that the present course treated some of the topics in detail. In view of this, you are advised to revise the newspaper and magazine production which you studied earlier. You also need to visit a newspaper/magazine establishment to see the organisation of the newsroom, the copy flow etc. Also, if you are computer literate, you should use the page-maker to practice some of the things discussed in the different units.

FACILITATORS, TUTORS, TUTORIALS

There 15 hours of tutorials provided in support of this course. You will be notified of the dates and locations of these tutorials together with the name and phone number of your tutor as soon as you are allocated a tutorial group. Your tutor will mark and comment on your assignments and keep a close watch on your activities in the class. Send your tutor-marked assignments on time and feel free to contact your tutor if you encounter any difficulty in your SAE or the TMAs. In any case, you are advised to attend on time and be regular at the tutorials. Also, always pay attention to what is being discussed.

CONCLUSION

This course involves both theory and practice. So, to get the best out of the course, you have to practice most of the things that you will learn. Bring newspapers and magazines and use them to practice what are discussed.

SUMMARY

This course guide is designed to furnish you with the information you need for a fruitful experience in the course. But, how much you will get from the course will ultimately depend on what you put in. You have to

invest your time, effort and plan well to get the best out of this course and others that you will study this semester.

I wish you success in this course and the entire programme.

**MAIN
COURSE**

Module 1	Newspapers and Magazines: An Overview	1
Unit 1	Meaning and Brief History of Newspapers and Magazines.....	1
Unit 2	Classification of Newspapers.....	5
Unit 3	Classification of Magazines.....	8
Unit 4	Mission Statement, Editorial Policy, House Style, Editorials.....	11
Unit 5	Function of Editorial Pages, Opinion Pages and Editorial Cartoons.....	14
Module 2	Newsroom Personnel, Departments and Copy Flow	17
Unit 1	Newsroom Personnel and Organisation.....	17
Unit 2	Copy Flow and Copy Editing.....	21
Unit 3	The Concept of Gate-Keeping.....	24
Unit 4	Conflict of Dual Mandate and Business Interest	29
Module 3	Photographs and Cartoons in Newspapers and Magazines.....	32
Unit 1	Need for Photographs and Cartoons in Newspapers/ Magazines.....	32
Unit 2	Photo-Selection and Editing.....	36
Unit 3	Legal and Ethical Issues in Photo-Selection and Editing.....	40
Unit 4	Legal and Ethical Issues in Newspaper/Magazine Production.....	43
Module 4	Editing and Page Make-Up.....	47
Unit 1	Why Editing and Page Make-Up?.....	47
Unit 2	Copy Fitting and Types of Page Make-Up.....	52
Unit 3	Elements of Page Make-Up.....	55
Unit 4	Headlines and their Importance.....	58

Module 5	Newspaper/Magazine Printing, Distribution and Challenges.....	62
Unit 1	The Printing Process.....	62
Unit 2	ICT Application in Newspaper/Magazine Production	65
Unit 3	E-Publishing.....	69
Unit 4	Factors Militating against Newspaper/Magazine Production in Nigeria	73

MODULE 1 NEWSPAPERS AND MAGAZINES: AN OVERVIEW

Unit 1	Meaning and Brief History of Newspapers and Magazines
Unit 2	Classification of Newspapers
Unit 3	Classification of Magazines
Unit 4	Mission Statement, Editorial Policy, House Style, Editorials
Unit 5	Function of Editorial Pages, Opinion Pages and Editorial Cartoons

Were it left for me to decide whether we should have a government without newspaper or newspapers without a government, I should not hesitate for a moment to prefer the latter – Thomas Jefferson.

The above classical statement by Jefferson, one time president of America succinctly shows the place of the print media in the society. Despite being among the oldest in the mass media category, newspapers and magazines exert some influence in the society that people look on to them not only for the news of the day, but informed opinions on topical issues.

This course, MAC 421 – Advanced Newspaper/Magazine Production is meant to expose you to some of the basic processes, personnel and issues in newspaper/magazine production, starting from the gathering of information (news) till the newspaper/ magazine goes to bed. It is therefore pertinent to begin by reminding you of what newspapers and magazines are and their roles in the society.

UNIT 1 MEANING AND BRIEF HISTORY OF NEWSPAPERS AND MAGAZINES

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	What is a Newspaper?
3.2	What is a Magazine?
3.3	Brief History of Newspapers and Magazines in Nigeria
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References /Further Reading

1.0 INTRODUCTION

The media of mass communication are divided into two broad categories - print and electronic media. Newspapers and magazines fall into the print category. One of the basic features of the print media including newspapers and magazines is their durability. The readers are able to make reference to them at any time after the first contact. This is not the case with radio and television programmes which are transient.

Once one misses a particular programme, he/she cannot get it at will from the station. The only possibility is when there is a repeat broadcast which can only come if the station so desires. Today, both the newspapers and magazines are changing with technological trends, from the dull early newspapers and magazines produced without photographs to the present editions that use photographs not only to attract attention, but to beautify the pages.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the basic difference between newspapers/magazines and other media forms such as the electronic media
- give a brief history of newspaper/magazine industry in Nigeria.

3.0 MAIN CONTENT

3.1 What is a Newspaper?

A newspaper is defined as “an unbound publication issued at regular intervals, which presents information in words, often supplemented with pictures” (Sadman et al, 1976 in Okunna & Omenugha, 2012). Newspapers carry information on a broad spectrum of issues which include: news, advertisement, politics, education, science and technology, religion, commerce etc. The average daily newspaper contains far more news than available in radio, television or any other medium (Alozie, 2009). Of all the print media, newspapers provide the most current information. Newspapers are published either daily or weekly.

3.2 What is a Magazine?

A magazine is another type of print media. According to Alozie (2009, p.4), it is a bound printed publication which contains news and other forms of information on a wide range of recent and past events.

Magazines usually publish weekly or monthly. Magazines are like newspapers only that they are better packaged, bound together, smaller in size and contain in-depth, better researched and investigated news behind the news.

3.3 Brief History of Newspapers and Magazines in Nigeria

The advent of newspaper in Nigeria dates back to 1859 when an Anglican Priest, Rev. Henry Townsend established the first newspaper - "*Iwe Irohim fun awon Ara Egba ati Yoruba*", translated to mean "Newspaper for the Egba-speaking people and Yorubas" (Tador, 1996). The newspaper was set up to help in the spreading of the gospel and literacy among the people. It combined cultural, political, social and religious commentaries in an effort to reach the readers. The advent of *Iwe Irohin* was followed by other publications which later were used as tools by the nationalists to oppose colonial rule.

Unlike the newspapers that made early impact in Nigeria's political history, magazines did not enjoy early prominence. It was not until early 1970s that magazines began to achieve reckoning in the media industry. According to Nwabueze (2011), some of the early magazines include *The Nigeria Gazette* established in 1900, *The Nigerian magazine* established in 1927, *The African Challenge* established in 1947, *The Drum* established in 1964, the *African Mirror* established in 1960, *Spear* established in 1961, *Lagos Life* established in 1972, *New Breed* established in 1972, *Times International* established in 1974 among others.

Some of these magazines were short lived and did not make much impact. The emergence of *Newswatch* in 1984 marked a turning point in magazine publishing in Nigeria. The magazine published by a team of Nigerian journalists led by late Dele Giwa blazed the trail for cutting edge investigative journalism. Today, people look forward to the publication of weekly magazines for news behind the news and in-depth analysis of issues and events.

4.0 CONCLUSION

In the print media industry, newspapers provide the most current information. They chronicle the daily events and report them early the following morning. To be able to meet deadline, the newspapers are not as detailed as the magazines that usually produce once a week. The magazines apart from engaging in investigative stories, gives background information to the news items reported by the newspapers, analyse them and put them in proper perspective for the readers to be able to have informed opinions.

5.0 SUMMARY

While newspapers are unbound publications that provide news to the people on daily basis, or at least once a week; magazines publish weekly or monthly. Also, while newspaper publishing started in Nigeria during the colonial era, magazines came at the early 1900s. Despite this, both had played an invaluable role in the nation's socio-economic and political development that they occupy an enviable position in the nation's history. This is because of their ability to change the people's attitude and opinion, set agenda and mould opinions. Those who do not take their opinions direct from newspapers and magazines, have their intellectual standards and their method of reasoning influenced by these media.

SELF-ASSESSMENT EXERCISE

Why are magazines more detailed in their reportage than newspapers?

6.0 TUTOR-MARKED ASSIGNMENT

1. What advantage(s) do magazines have over newspapers?
2. What was the reason for the establishment of the first newspaper in Nigeria?

7.0 REFERENCES/FURTHER READING

- Alozie, V.O. (2009). *The Print Media Newspaper and Magazine Production, Editing, Graphics and Organisation*. Owerri: Pilvic Communication.
- Baran, S. J. (2004). *Introduction to Mass Communication: Media Literacy and Culture*. Boston: McGraw Hill.
- Hanson, R.. E. (2005). *Mass Communication: Living in a Media World*. Boston: McGraw Hill.
- Nwabueze, C. D. (2011). *Magazine and Newspaper Management and Production: An Introductory Text*. Owerri: Top Shelve Publishers.
- Okunna, C. & Omenugha, K. A. (2012). *Introduction to Mass Communication*. Enugu: New Generation Ventures Ltd.
- Tador, M. (1996). History of the Nigerian Press. In: T. Momoh & G. Omole (Eds). *The Press in Nigeria*. Lagos: Nigerian Press Council.

UNIT 2 CLASSIFICATION OF NEWSPAPERS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Classification of Newspapers
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Before embarking on the production of newspaper, the publisher and management team have an audience in mind. This target audience must also have certain characteristics and needs. To meet the needs of this target audience, the management team should package the newspaper in a particular way. A newspaper that wants to meet the need of a wider audience should be able to circulate widely while those that need the attention of a specific audience interested in a subject should package the newspaper to meet such need.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the different classes of newspapers
- state why such classification is necessary in the newspaper industry especially when the audience is variegated.

3.0 MAIN CONTENT

3.1 Classification of Newspapers

Newspapers are classified based on the following:

1. Time of Publication

In this category are the morning, mid-day and evening newspapers. The time of publication refers to the time of the day that the newspapers get to the news stand. *P.M. News*, *A.M News*, *Guardian Express*, *Evening Times* are examples.

2. Frequency of Publications

It refers to the number of times a newspaper is published within a period of time (published daily), weekly newspapers (published once a week), and bi-weekly newspapers (published till a week). In this category is the mid-week and weekend publication.

3. Area of Circulation

This refers to the geographical area that the newspaper circulates. It could be local, national or international.

4. Size or Format

In this category are the tabloid and broadsheet newspapers. Virtually all the newspapers in Nigeria are in tabloid form. The broadsheet is almost double the size of the tabloid.

5. Ownership

Newspapers are also classified according to the ownership. These are the government owned and independent newspapers.

6. Technology of Production

In this category are the print-based newspapers and the online newspapers. While the print based newspapers print hard copies for circulation, online newspapers are published on the Internet.

7. Area of Interest

Some newspapers have specialised area and appeal to a target audience. It could be sports, religion, politics, telecommunication etc.

8. Language of Publication

Some newspapers are published in vernacular while others are published in languages that appeal to everyone. Some of the vernacular newspapers include: *Ogene* (Igbo), *Gaskiya* (Hausa) etc.

4.0 CONCLUSION

Every newspaper has a target audience. Irrespective of the size of the audience, to make the desired impact, every newspaper is packaged in such a way that it will meet the needs of the audience. This is the

essence of producing, either in language, format or technology that would achieve a high level of efficiency.

5.0 SUMMARY

Newspapers are classified according to the following: frequency of publication, time of publication, area of circulation, size or format, ownership, technology of production, area of circulation and language of publications.

SELF-ASSESSMENT EXERCISE

Why is it ideal to have audience segmentation in newspaper production?

6.0 TUTOR-MARKED ASSIGNMENT

Pick all the copies of newspapers available in your neighborhood and classify them according to the categories listed above.

7.0 REFERENCES/FURTHER READING

Alozie, V. O. (2009). *The Print Media: Newspaper and Magazine Production, Editing, Graphics and Organization*. Owerri: Pilvic Communications.

Nwabueze, C. D. (2011). *Magazine and Newspaper Management and Production: An Introductory Text*. Owerri: Topshelve Publishers.

UNIT 3 CLASSIFICATION OF MAGAZINES

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Classification of Magazines
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Magazines just like newspapers play important role in the society as they educate, inform, entertain and set agenda for the people. In doing so, every magazine has a target audience whose needs the magazine wants to satisfy. To be able to satisfy the needs of this particular audience, the magazine is packaged in a way that those needs are met.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the different classes of magazines
- state why such classification is necessary in the magazine industry.

3.0 MAIN CONTENT

3.1 Classification of Magazines

Magazines could be classified according to the following categories:

1. Nature of the Target Audience

Magazines are published with a target audience in mind. Sometimes, the title of the magazine such as Women's World, Children Arena etc say much about the target audience. In some cases, the title remains silent on the audience especially when the magazine is expected to appeal to a wider audience.

2. The Subject Matter

Most magazines are classified based on their area of interest. Some of these include health watch, sports world, maritime watch, IT and Telecom.

3. Technology of Publication

Some magazines are published on the Internet, other produce hard copies while others publish both the online edition and the hard copy.

4. The Size or Format

Just like newspapers, magazines are also classified according to the size. In this category is the life size magazine measuring about 10¹/₂ inches by 13 inches and the time size measuring about 8¹/₂ inches by 11 inches.

5. Area of Coverage/Circulation

In this category are the local, national and international magazines.

6. Purpose of Publication

In this category is the training magazine such as the one used in training students and trade magazines that focus on activities in different industries or trade.

7. Ownership

In this category are the independent and state-owned magazines. The independent magazines are expected to be independent in discussion of public issues while the state owned magazines are accused of being government's mouthpieces.

4.0 CONCLUSION

Every magazine has a target audience. Irrespective of the size of the audience, to make the desired impact, they are positioned in such a way that they would meet the needs of the audience.

5.0 SUMMARY

Magazines are classified according to the following: the nature of the target audience, the subject matter, technology of production, the size or format, area of coverage/circulation, purpose of publication and ownership.

6.0 TUTOR-MARKED ASSIGNMENT

Pick all the magazines in circulation in your locality and classify them according to the categories listed above.

7.0 REFERENCES/FURTHER READING

- Alozie, V.O. (2009). *The Print Media Newspaper and Magazine Production, Editing, Graphics and Organization*. Owerri: Pilvic Communication.
- Baran, S. J. (2004). *Introduction to Mass Communication: Media Literacy and Culture*. Boston: McGraw Hill.
- Hanson, R. E. (2005). *Mass Communication: Living in a Media World*. Boston: McGraw Hill.
- Nwabueze, C. D. (2011). *Magazine and Newspaper Management and Production: An Introductory Text*. Owerri: Top Shelve Publishers.
- Okunna, C. & Omenugha, K. A. (2012). *Introduction to Mass Communication*. Enugu: New Generation Ventures Ltd.
- Tador, M. (1996). "History of the Nigerian press." In: T. Momoh & G. Omole (Eds). *The press in Nigeria*. Lagos: Nigerian Press Council.

UNIT 4 MISSION STATEMENTS, EDITORIAL POLICIES, HOUSE STYLE AND EDITORIALS

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
 - 3.1 Mission Statement
 - 3.2 Editorial Policy
 - 3.3 House Style
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Every newspaper or magazine wants to fill a gap. This is the motivating factor that propels every news medium. And the mission which the publication wants to embark on will be its first point of contact with the people who will want to know whether such a mission is worthwhile. The mission statement will then give rise to the editorial policy which like a compass directs the activities of the editorial staff who presents the editorial matters in style (house style) peculiar to such an organisation. As a corporate citizen, newspapers contribute their views on topical issues in the society through editorials.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- define basic newspaper and magazine concepts such as editorial policy, house style, mission statement etc.

3.0 MAIN CONTENT

3.1 Mission Statement

Every newspaper or magazine has a mission. This is what such a newspaper or magazine intends to achieve in the society. This mission is often encapsulated in one or two sentences and published in the first or maiden edition.

The mission statement acts as a guide not only to the publication but also members of the public. It is a compass that directs both the

publisher and the management team in their activities. When they know the impact their publication promises to make in the society, they formulate policies aimed at achieving those objectives.

The mission statement is important to the extent that some publications have the mission statement in every edition. For instance, *Daily Sun* newspapers, one of the national newspapers in Nigeria, has as its mission's statement:

To practice journalism in the classical newspaper tradition of presenting the news and features in an exciting style, with impact, objectivity and appeal that generate returns to all stakeholders: The society, the investors and the practitioners.

This mission statement is so important to *The Sun* newspapers that it is published daily in the editorial page. Once seen by the staff, they remember their promise to the people.

3.2 Editorial Policy

Editorial policy is the dos and don'ts that guide the activities of every editorial staff of a newspaper or magazine in carrying out their editorial functions. Unlike mission statement, editorial policy is neither written down nor static. It can change from time to time depending on the ownership, government policies, economic interest etc. While carrying out their daily activities, every editorial staff considers the editorial policy of his/her media organisations and this policy determines the kind of news stories and features he/she writes, the news peg etc.

3.3 House Style

House style gives character or identity to newspapers and magazines. It is the way newspapers and magazines present issues. Students often fail to draw a line between editorial policy and house style. While editorial policy deals with policy matters, especially those things that are not physical, house style mostly deals with physical things such as the way a particular publication cast its headlines, the page make-up, placement of its logo, giving background to a story etc.

In most media organisation, house style are not decreed, but evolve over a period of time that writers in such an organisation see it as a way of life rather than a rule.

4.0 CONCLUSION

Before a newspaper or magazine is conceived, it must have missions which the owners encapsulate in a mission statement. This mission statement often gives rise to the editorial policy that guides the conduct of the members of staff in their daily activities.

5.0 SUMMARY

While the mission statement is a tentative statement that specifies what a publication intend to achieve in the society; the editorial policy guides the daily activities of the editorial staff. House style refers to how the publication presents matters which gives it character while editorials refers to the opinions of a newspaper on a particular issue.

SELF-ASSESSMENT EXERCISE

What is the relationship between mission statement, editorial policy and house style?

6.0 TUTOR-MARKED ASSIGNMENT

Pick about five newspapers, remove the name plate. After that, find out if you can identify each of the publications. If you identified any of the publication, why was that possible?

7.0 REFERENCES/FURTHER READING

Biagi, S. (2003). *Media Impact: An Introduction to Mass Communication*. Belmont: Wadsworth Thomson Learning.

Rodman, G. (2006). *Mass Media in a Changing World: Industry, History, Controversy*. Boston: McGraw Hill.

Sambe, S. A & Nyitse, G. T. (2004). *Essentials of Magazine and Newspaper Production*. Makurdi: Starix Communications.

Vivian, J. (2009). *The Media of Mass Communication*. Boston: Pearson, Allyn & Bacon.

UNIT 5 FUNCTIONS OF THE EDITORIAL PAGE, OPINION PAGES AND EDITORIAL CARTOONS

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
 - 3.1 Editorials /Editorial Page
 - 3.2 Opinion Pages
 - 3.3 Editorial Cartoons
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Newspapers and magazines contain two basic things, editorial matters and advertisements. Editorial matters include all the editorial contents - news, features, cartoons, photographs, opinions etc. that are not paid for while advertisements are paid for. The editorial matters are contained in different section of the newspapers and magazines depending on the house style of the organisation. However, organisations place high premium on the editorial page (the page where the opinion of the newspaper is expressed), the opinion pages and the editorial cartoon which often compliments the editorial.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- appreciate the importance of editorials, opinions and the editorial cartoons in newspapers and magazines.

3.0 MAIN CONTENT

3.1 Editorials /Editorial Page

The editorial page has become a feature of newspapers. Magazines seldom have editorial pages or use editorials. At times, newspapers' opinion is expressed in the editorial pages and such opinions are called editorials. This opinion as expressed is neither the opinion of the publisher of the newspaper nor the editorial team but the opinion of the newspaper as a corporate body. The most important item in the editorial

page is the editorial. However, the page often contains other items such as the editorial cartoons and the imprint.

3.2 Opinion Pages

Presently, news has gone beyond the 5Ws and H. People now want to know not only what happened. They also need to know why it happened. They need those issues to be interpreted and put in proper perspective for better understanding. They also want to know the opinion of the people on topical issues especially those whose opinion matters.

This also helps them in opinion formations. Most newspapers dedicate a page for opinions. Newspaper has its own corporate opinions. But, the trend is changing. Apart from the opinion page, newspapers are presently dedicating more pages including the bank page for opinions.

3.3 Editorial Cartoons

According to Onwuchekwa (1991) in Nwodu (2011), a cartoon is a picture with or without words which on first exposure makes a devastating visual and intellectual impact and evokes laughter. The author argues that cartoons have become a valuable mass media content which strike readers' visual and intellectual cord while stimulating laughter simultaneously. Apart from the stimulation of laughter, entertainment and education, cartoons still enlighten and educate the audience on social issues. There are different types of cartoon which are often used to address social issues.

4.0 CONCLUSION

The editorials, opinions and editorial cartoons have been important features in newspapers and magazines that people look forward to them.

SELF- ASSESSMENT EXERCISE

Why are editorials and cartoons necessary in newspapers and magazines?

5.0 SUMMARY

Editorial pages, opinion pages and editorial cartoon play important role in the society. While editorials express the opinion of the newspaper, opinion express the views of individuals while cartoons in a satirical form, showcase social issues in the society.

6.0 TUTOR-MARKED ASSIGNMENT

Pick five cartoons from five different newspapers and classify them according to the function they play in the society.

7.0 REFERENCES/FURTHER READING

Itule, B. D. & Anderson, D. A. (2003). *News Writing and Reporting for Today's Media*. Boston: McGraw Hill.

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MODULE 2 NEWSROOM PERSONNEL, DEPARTMENTS AND COPY FLOW

Unit 1	Newsroom Personnel and Organisation
Unit 2	Copy Flow and Copy Editing
Unit 3	The Concept of Gate-Keeping
Unit 4	Conflict of Dual Mandate and Business Interest

The newsroom is the brain box or the engine room of the print media. It is the collation point where reporters and editors bring together all they gathered from the field and process them for publication.

In every newspaper or magazine house, there is division of labour. The newsroom is departmentalised that every individual or a group of individuals in a department perform the same or similar functions. However, the activities of these individuals or departments are coordinated in a chain of command that they work to achieve the same goal – getting the newspaper or the magazine on the news stand.

UNIT 1 NEWSROOM PERSONNEL AND ORGANISATION

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	Newsroom Personnel
3.2	Newsroom Organisation/Departments
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

The newsroom is the melting point of activities in a newsroom or magazine house. This is where the editorial staff beginning from the least reporter to the editor converge and their daily activities are coordinated to produce what will go into the next edition of their newspaper or magazine. In the newsroom, some of the departments are based on beats. They are often referred to as desks – the political desk, business desk, etc.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define a newsroom
- state the key players in the newsroom
- enumerate the chain of command in the newsroom
- explain how the activities in a newsroom are coordinated to achieve the desired objective.

3.0 MAIN CONTENT

3.1 Newsroom Personnel

The newsroom is the “home” of all editorial staff irrespective of the ranking in the editorial hierarchy. These include the different categories of reporters and correspondents, desk heads or line editors, the sub-editor and his/her colleagues, the assistant editors, deputy editors and the editor. It includes anyone that has anything to do with the editorial process or the copy flow. The newsroom personnel however vary from one media organisation to the other depending on the size of the organisation and its organisational structure. While rich and big media organisation can afford to have an editor in charge of different news beats, others may not afford such. In this situation, reporters report direct to the editor or the deputy editor as the case maybe.

3.2 Newsroom Organisation/Departments

No two media houses have the same organisation; either in human resources or structure. What is obtainable is every newspaper or magazine organisation depends on the size, financial strength and orientation of the management team. For instance, while a small and growing media organisation may have only few editorial staff which may not give room for much division of labour, an established one may have so many desk heads, assistant editors, editors in charge of different beats and well defined departments. For example, while an international publication should have editors in charge of different foreign operations; a local publication has no business with such.

Some of the departments in the newsroom which are often referred to as desks are: the business desk, political desk, women affairs, judiciary, police affairs, labour, etc.

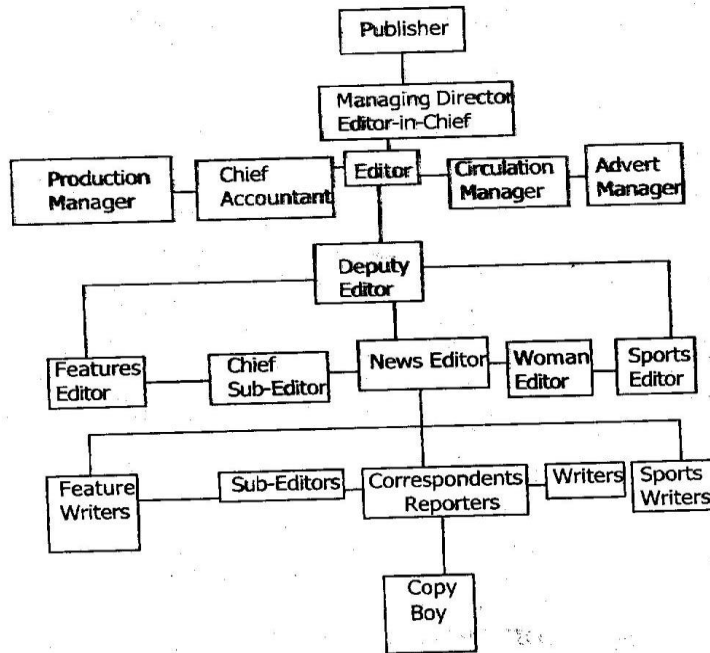


Fig. 1.1: The Organisational Chart of a Typical Print Media
Culled from Sambe & Nyitse (2003)

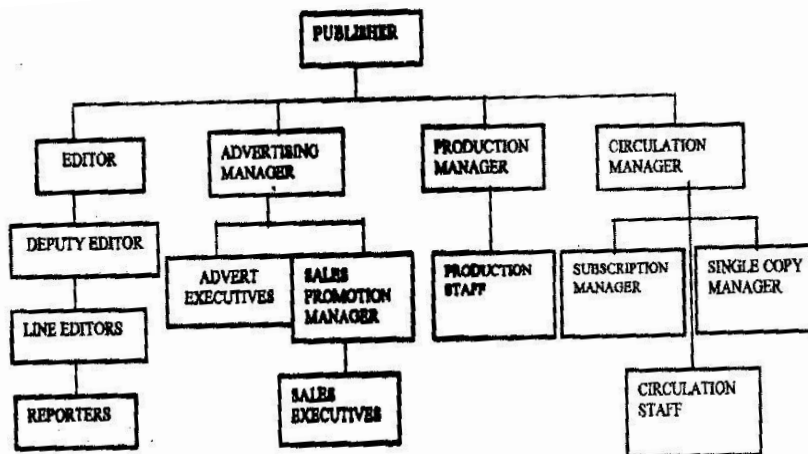


Fig. 1.2: The Organisational Chart of a Typical Print Media
Culled from Nwabueze (2011)

4.0 CONCLUSION

Though major editorial activities in the newspapers and magazines take place in the newsroom, no two organisations have the same newsroom structure departments. It differs depending on the needs of the management team and the size of the organisation.

5.0 SUMMARY

The newsroom just like every human organisation is made up of people and structures. The people, through the established structures, co-operate and coordinate their activities to achieve the organisational goal of the particular newspaper or magazine. This co-operation and coordination is more noticeable in the copy flow right from the reporter (the first gatekeeper in the chain) to the editor or editor-in-chief who takes the final decision in editorial matters.

SELF-ASSESSMENT EXERCISE

Mention and discuss five of the departments in a newsroom.

6.0 TUTOR-MARKED ASSIGNMENT

1. List some of the departments in the newsroom and the jobs they do.
2. Why is there a difference in the organogram of different newspaper houses?

7.0 REFERENCES/FURTHER READING

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UNIT 2 COPY FLOW AND COPY EDITING

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The News Flow
 - 3.2 Copy Editing
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In media organisations especially in newspapers and magazines copy (news stories and other editorial matters) flow through a channel from the reporter to the editor. The reporter who does the leg-work as the first gate-keeper covers newsworthy events and other assignments given to him/her by the editor and delivers same to the editor through other personnel in the editorial chain.

In the process, the copy passes through many media gate-keepers who make inputs so that the copy will conform to the organisational houses style, news value, ethics and legal standards. In doing that, both the reporter and others in the copy flow chain are guided by so many factors which could be personal, socio-economic, political and religious factors.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- list the various personnel in the newsroom
- explain how these editorial staff members edit materials to meet specific needs and interests.

3.0 MAIN CONTENT

3.1 The News Flow

In newspapers and magazines, there are so many intermediary communicators between an event and the ultimate receiver (the readers). The nature of the information will determine the nature and number of the intermediaries. These intermediaries are the gate-keepers. For instance, a copy can flow from the reporter to the deputy political editor, to the political editor, deputy editor and then the editor.

Taking a hypothetical example, in newspapers and magazines, there are so many intermediary communicators between an event and the ultimate receiver (the newspaper and the readers). The nature of the information will determine the nature and number of the intermediaries.

3.2 Copy Editing

Within the confines of a traditional newspaper or magazine newsroom, there may be dozens of different kinds of editors. These editors make editorial judgments such as story selection and do other kinds of jobs such as:

- editing for facts
- editing for style
- editing for grammar and spellings
- editing for defamatory and unethical material
- writing of headlines and captions
- layout design/page planning.

4.0 CONCLUSION

As copies flow from one person to the other in a newsroom, the different intermediaries act as a check to ensure that all the information that get out to the people meet acceptable standard with the media house and the society. This is the essence of the different “check-points’ as copies flow from the reporter to the editor.

5.0 SUMMARY

In different parts of the world, people place high premium on information especially those from mass media. It is generally believed that the mass media moulds public opinion and influence people in their daily activities. In view of this, media practitioners ensure that what gets to the people meets acceptable standard. Hence, the need for different people whom copies pass through; and who in their individual capacities ensures that those copies conform to the set standard.

SELF-ASSESSMENT EXERCISE

What do you understand by copy flow? Why is it necessary in newspapers and magazines?

6.0 TUTOR-MARKED ASSIGNMENT

Support or oppose the view that copies should pass through different channels before publication.

7.0 REFERENCES/FURTHER READING

Alozie, V. O. (2009). *The Print Media Newspaper and Magazine Production, Editing, Graphics and Organisation*. Owerri: Pilvic Communication.

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UNIT 3 THE CONCEPT OF GATE-KEEPING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 What is Gate Keeping?
 - 3.2 Factors affecting Gate Keeping
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

As discussed in the last unit, in newspaper and magazines, items meant for publication pass through different individuals before it gets to the final consumers. These people who are professionals act as checks and ensure that nothing goes wrong and that those items conform to the accepted standard. These people are the gate-keepers. Gate-keeping has become part of the production process in newspapers and magazines.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the various processes that give birth to news items
- state reasons for gate-keeping in a media organisation
- highlight the factors that influence gate-keeping activities in newspapers and magazines.

3.0 MAIN CONTENT

3.1 What is Gate-Keeping?

The concept; gate-keeping” came out of the work of White (1950). The author argues that information flows along certain channels in media organisation. These channels, he added, contain “gate areas” where decisions are made by the gate-keepers as to whether the information will be allowed to pass through. In newspapers and magazines, these are different stages of gate-keeping, each manned by a gate-keeper. The gate-keeping theory is illustrated with the diagram below.

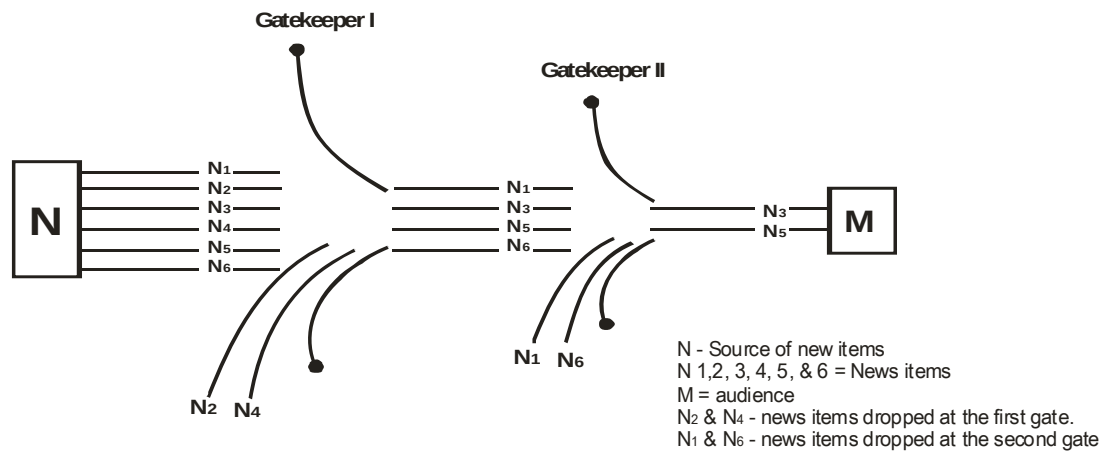


Fig.3.1: White (1950) Gate-Keeping Model Adapted from McQuail & Windahl (1993)

In the above diagram, the reporter had access to six news items N1- N6. After considering so many factors, he selected news items N1, N3 and N5 and N6 discarding N2 and N4. That is, news items N2, N3 and N5 and N6 were sent to the editor. The editor on his part discarded news item N1 and N6, publishing news items N3 and N5. While White's original diagram recognises one gate-keeper in the information flow channel, this modified model recognises two gate-keepers – the reporter and the editor.

3.2 Factors Affecting Gate-Keeping

In newspapers and magazines, so many factors influence the gate-keeping function of the people. According to Agbanu (2013) the factors include the following:

- **Individual ideology and Idiosyncrasies**

Every human is a distinct being who has an identity of his or her own. Apart from the innate characters, such a human being belongs to different social groupings and lives in an environment that influences his or her actions. All these affect his news judgment and selection. That is why reporters in the same location can decide to cover different assignments respectively and an editor may select a particular story while his colleague will select the other.

- **Ownership Interest**

Ownership plays an important role in gate-keeping in the media. It is said that he who pays the piper dictates the tune. Newspaper and magazine owners covertly influence what happens in their organisation and this consequently affect both the reporters and the editors in their daily activities.

- **Economic Considerations/Advert Interest**

A newspaper or magazine can only serve the interest of the people if it is on the news-stand. So, to serve the people, a print media must first survive as a business organisation. In Nigeria, examples abound of media organisations that came out with a bang, giving the people high hopes and promises. Unfortunately, these media houses later went off the news-stand with the hopes unfulfilled simply because the owners could not finance the operations. So, media gate-keepers also consider their sources of revenue while carrying out their assignments.

- **Legal and Ethical Considerations**

Every human activity is guided by both legal and ethical considerations. In media activities, there is the law of defamation, copy right laws, contempt of court, right of privacy, Official Secret Act, etc. All these checkmate the activities of the practitioners. So, the practitioners are guided by the laws of the land in everything they do so as to avoid litigations. They also ensure that what they do does not offend public taste.

- **News Holes**

Editorial matters in newspapers and magazines are most of the time determined by the availability of news holes. Putting all other factors aside, a news editor who has only three news pages will pick only the stories that will fill those pages. Other news items will either be left behind or preserved for another day.

- **Editorial Policy/House Style**

Every media organisation has its editorial policy and house style. And, these guide individual reporters and editors while carrying out their daily activities. Any story that did not meet the house style or the editorial policy of the organisation is left behind.

- **Readers' Interest**

The ultimate aim of every media organisation is to satisfy the interest of its audience wherever they may be. When a newspaper or magazine has a wide audience, this will attract advert and other goodwill. So, every publication considers first, the interest of the readers on which the media organisation exists. So, to remain in business, every publication wants to be the darling of the people and gives out reader-friendly contents.

- **Activities of Competitors**

The media business just like every other business is competitive. And to compete favourably, one must “spy” on the activities of his or her competitor to know what they are doing. No reporter or editor will like to miss the major news of the day or the topical issues being discussed

in other media. So, what happens in other media organisations determine what both editors and reporters do in their own media organisation.

- **News Value**

One of the qualities of a good reporter or editor is to have news sense (ability to detect newsworthy events and issues). So any item that should be selected for publication must have news value. Those that are not newsworthy are thrown into the waste paper basket. Newsworthiness guides reporters and editors.

- **Pressure Group Activities**

Media organisations do not exist in a vacuum. They are part of the society and feel the pulse of the people in everything they do. The way pressure groups influence activities in the society, the same way they influence the media. The media often responds to public outcry on issues and often report and write editorials in accordance with this public outcry.

4.0 CONCLUSION

In newspapers and magazines, the gate-keepers are media professionals who ensure that the final product meets the standard set by the media organisation, the government and the society. They cross the Ts and dots the “Is”, and in doing so, are guided by so many factors coming from the individual, the media organisation, the government and the society.

5.0 SUMMARY

Gate-keeping is one of the functions that media practitioners perform. Right from the reporter to the editor-in-chief, they perform one form of gate-keeping or the other all aimed at meeting the set objectives.

SELF-ASSESSMENT EXERCISE

Visit a newsroom of your choice and identify the gate-keepers in the newsroom.

6.0 TUTOR-MARKED ASSIGNMENT

What is gate-keeping and what influences the gate-keeping function of the different gate-keepers in newspapers and magazines?

7.0 REFERENCES/FURTHER READING

Agbanu, V. N. (2013). *Mass Communication: Introduction, Techniques, Issues*. Enugu: Rhyce Kerex Publishers.

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UNIT 4 CONFLICT OF DUAL MANDATE AND BUSINESS INTEREST

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Sources of Revenue for Newspapers/Magazines
 - 3.2 Business Consideration Vs Dual Mandate Syndrome
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In virtually every environment especially in a free enterprise economy, newspaper and magazines have dual mandate. The first is the role which the society bestows on them as the fourth estate of the realm or the watchdog of the society while the second is their role as a business enterprise expected to break even or make profit for the owner. This has been the greatest challenge to most newspaper/magazine industries in Nigeria. That is, the challenge of being socially responsible and at the same time imbibes the business spirit to make profit.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain dual mandate phenomenon and its challenges
- state why some media houses in Nigeria find it difficult to break even.

3.0 MAIN CONTENT

3.1 Sources of Revenue for Newspapers/Magazines

Newspaper and magazines earn their revenue from three main sources. These are:

- Sales
- Income from adverts
- Subsidy/Subvention from the owner.

3.2 Business Consideration Vs Dual Mandate Syndrome

In a free enterprise economy, the main interest is profit. In view of this, businesses do all sorts of things to survive. The principle in this kind of situation is “the end justifies the means.” Here also ethics and legal consideration are often relegated to the background. But, this is not the case in newspaper and magazine businesses. The publications owe a lot to the society. While they try to make profit to remain in business, they always remember that they are socially responsible and societal watchdog. With this social responsibility in mind, it could be rightly said that newspapers and magazines are not pure business outfits as business consideration are placed side by side with the social responsibility function.

This dual mandate has been the problem facing different media organisations in Nigeria. And, once the social responsibility function weighs higher than the business function, revenue starts to dwindle and this may lead to the collapse of the outfit.

4.0 CONCLUSION

In Nigeria for instance, balancing social responsibility and the dual mandate has been a challenge to most media houses. The government-owned media houses are not left out since the government has always insisted that its agencies should device means of self-sustenance. So, it is either the newspaper continues with the social responsibility role and gradually goes out of business or employs all business tactics while the social responsibility function suffers.

5.0 SUMMARY

In different parts of the world, the media especially newspapers and magazines are social institutions. They are the fourth estate of the realm and the watchdog of the society. But, this function is being threatened by the increasing need for them to generate revenue and fend for themselves.

SELF-ASSESSMENT EXERCISE

Why is it ideal for editors to consider the social responsibility function in the discharge of their duties?

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss the main sources of revenue for a newspaper or magazine.
2. Should newspapers and magazines be run purely as business outfits or social watchdogs?

7.0 REFERENCES/FURTHER READING

Baran, S. J. (2004). *Introduction to Mass Communication: Media Literacy and Culture*. Boston: McGraw Hill.

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MODULE 3 PHOTOGRAPHS AND CARTOONS IN NEWSPAPERS AND MAGAZINES

Unit 1	Need for Photographs and Cartoons in Newspapers/Magazines
Unit 2	Photo-Selection and Editing
Unit 3	Legal and Ethical Issues in Photo-Selection and Editing
Unit 4	Legal and Ethical Issues in Newspaper/Magazine Production

Before the advents of words, early men communicate by the use of signs and other illustrations. Early newspapers and magazines came with little or no photographs. Hence, they were full of grey matters and appeared dull. Then editors resisted the use of photographs, insisting that they (photographs) waste space and clutter the clean unbroken columns of print (Friend, Challenger & McAdams, 2000). Later, people started to appreciate the essence of pictures and illustrations in newspapers and magazines. Despite beautifying the newspaper/magazines pages and making them attractive to the readers, Photographs also help to tell the story.

Today, photographs have become an indispensable part of newspapers and magazines and help to lend credibility to the news. The act of communicating by the use of photographs is called photo-journalism which means pictorial communication. While reporters paint mental pictures with words, photo-journalists look for the shots that will also tell the story and bring readers closer to the scene of an event.

UNIT 1 NEED FOR PHOTOGRAPHS AND CARTOONS IN NEWSPAPERS AND MAGAZINES

CONTENTS

1.0	Introduction
2.0	Objective
3.0	Main Content
3.1	Meaning of Photojournalism
3.2	Meaning of Cartoons
3.3	Why Newspapers/Magazines Use Photographs
3.4	Why Newspapers and Magazines Use Cartoons
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/ Further reading

1.0 INTRODUCTION

In contemporary society, newspaper and magazines remain among the media of mass communication through which people are informed. These newspapers and magazines are filled with photograph and cartoons that no one can at this time imagine or think of any of such publications without photographs and cartoons. Indeed they have become an indispensable part of the print media especially when they contribute immensely in the process of informing, educating and entertaining the readers.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- explain why print media practitioners use photographs and cartoons in their daily and/or weekly publications.

3.0 MAIN CONTENT

3.1 Meaning of Photojournalism

Photo-journalism means communicating to a mass audience by means of photographs or pictorial communication. Reporters with the use of words paint mental pictures in an effort to describe reality. But, there are limits to which words can go in this effort. So, to drive the point home or bring reader closer to the scene, print media practitioner resort to the use of photographs. Photographs add credibility to a story.

3.2 Meaning of Cartoons

Cartoons are humorous drawings or art work, often used in newspaper and magazines to communicate to the readers. Although cartoons are often accompanied with words, a typical cartoon can exist and achieve the intended meaning without words (Nwodu, 2011). Like photographs, cartoons have become an indispensable part of the print media that most often, some publication have editorial cartoon expressing the view of the publication in a satirical way.

3.3 Why Newspapers/Magazines Use Photographs

There are so many reasons newspapers and magazines use photographs in their publications. These include:

- i. to beautify the page or page make-up
- ii. as proof of reality/authenticity

- iii. to show that the media house was at the scene of the event
- iv. attract the attention of readers
- v. they could be used as fillers.

3.4 Why Newspapers and Magazines Use Cartoons

There are so many reasons newspapers and magazines make use of cartoons. These include:

- i. it is use to beautify the page
- ii. present serious issues in humorous way
- iii. to avoid legal action
- iv. attract the attention of readers
- v. appeals to both literate and illiterate audience
- vi. acts as a weapon against social vices.

4.0 CONCLUSION

No doubt, newspaper and magazines resort to the use of cartoons to attract the attention of the readers, educate, inform and entertain them. More so, cartoons present serious issues in a satirical way and can appeal to all and sundry irrespective of the social status or literacy level.

5.0 SUMMARY

Presently, photographs and cartoons have become a common feature of newspapers and magazines. In this unit, you were exposed to the meaning of photo-journalism and cartoons in newspapers and magazines, and why they use them.

6.0 TUTOR-MARKED ASSIGNMENT

Assuming you are in a review class discussing your departmental newspaper just published without photographs and cartoons. Tell the editors why photograph and cartoons are necessary in such a publication.

7.0 REFERENCES/FURTHER READING

- Agbanu, V. N. (2011). "Photo-Journalism and the Law, Ethics and Taste." In: V.N Agbanu & C. D. Nwabueze (Eds). *Readings in Mass Communication. Global Perspectives on Communication Issues*. Enugu: Rhyce Kerex Publishers.
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UNIT 2 PHOTO SELECTION AND EDITING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Photo-Selection
 - 3.2 Photo-Cropping
 - 3.3 Photo-Sizing
 - 3.4 Captions/Cutlines
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Like reporters who are the first gate-keepers in the process of news collection and dissemination, a photo-journalist tries to get newsworthy pictures that he/she intends to communicate with to the general readers. The photo-reporter whether a staff of the media house or a freelance, delivers to the media house pictures of an event or action. At this stage, these photographs remain raw materials that need to be processed by the editors.

First, just like news stories, they need to be selected based on the need of the media house and those that did not pass the selection process for a production have to wait for another day or be thrown into the waste paper basket. Then, those that are to be used for the production have to be processed or edited to meet the needs of the particular publication.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss how pictures just like news stories are selected in a media house
- explain the photo-editing processes which include photo-cropping, photo-sizing and cutline writing.

3.0 MAIN CONTENT

3.1 Photo-Selection

In newspaper and magazine houses, photographs just like news stories are expected to meet some basic requirements before they are selected or chosen for publication. In fact, any photograph that passes through the editor's gate must be newsworthy, not libelous or unethical, indecent or obscene.

However, this judgment depends on the nature of the publication and the purpose of the photograph. If the photograph is to appear alone, it will be able to tell the story. If it is to compliment a news story, such a photograph must be in concord with the news story which it compliments except when the editor intends to achieve certain effect such as irony or humour. Photographs could also be used independently as photo-news or photo-essay. On photo-selection, Shrivastava (2003) writes:

While making selection of news pictures, the prime consideration should be the context in which the picture is being used. The picture should have information related to the story with which it is to be used... A photograph should reflect the mood of the moment. Even when selecting from file pictures, care should be taken to select a photograph which depicts the mood. When a person is sacked, a picture depicting him in a happy mood will be a misfit.

3.2 Photo-Cropping

Photo-editing comes in two different forms. These are photo-cropping and photo-sizing. When an editor picks up a photograph for publication, a part of such photograph may contain irrelevant materials that are not needed in that particular production. That unwanted portion(s) should be removed. That is photo-cropping - the elimination of unwanted portions of a picture (Anaeto, Solo-Anaeto&Tejumaiye,2009). For instance, if an editor wants to publish a portrait of President Goodluck Jonathan and his reporter presents to him a group picture of President Jonathan and his wife - Patience, the editor is expected to crop out the first lady. She is not needed at that time.

Also, if the photograph is an establishment shot that shows much detail about the background, this background which may be a distraction should be cropped out. A photograph has to be edited for size, shape and story content. (Shrivastava, 2003). While cropping, the emphasis should

be on the story and what is in the picture. One may remove irrelevant portion of a picture and emphasis could be added to the relevant portion of the picture. While determining the size of a picture, emphasis should be on legibility and impact. It is pointless to use a photograph if it is printed so small that the relevant detail is lost.

3.3 Photo-Sizing

This is the fitting of photographs to the space allocated to it in the dummy. Here, pictures could be enlarged or reduced. If the enlargement or reduction is not done proportionately, it may lead to distorted image. The image will either get too tall or too plump.

During photo-sizing, editors employ either the arithmetical method or the diagonal method. But the advent of computers has reduced this burden.

3.4 Captions/Cutlines

Picture captions or cutlines are sentences that accompany a photograph explaining those that are in the photograph, where and when it was taken and any other information that the editor wants the readers to know about the photograph. Just like news stories, cutlines should answer the 5Ws and H of a photograph though in a brief form and should only contain the basic and objective information without opinion. Editors should ensure that cutlines conform to the picture they are explaining since a badly written cutline can mislead people.

4.0 CONCLUSION

In every newspaper and magazine, photographs and cartoons form an important part of the editorial matter and communicate to the readers as much as news stories if not better. In view of this, care must be taken in selecting and editing the photographs. These functions form part of the editorial judgment of every editor. Also, though pictures can stand on their own, at times, caption help to explain or give more details about the photograph and the story. Hence, these captions should be written with care to communicate the intended meaning.

5.0 SUMMARY

Just like copies, (news stories), photographs pass through the process of selection and editing to tell the exact story and meet the desire of the editor. Here, the editor's expertise is also put to test, in selecting and editing photographs.

SELF-ASSESSMENT EXERCISE

Why are captions necessary in a photograph?

6.0 TUTOR-MARKED ASSIGNMENT

You are planning a page and a space was provided for the portrait of the chief executive of your institutions. After so many searches, you could only get a group photograph of the chief executive and members of his family. Crop out the non-essential part of this photograph.

7.0 REFERENCES/FURTHER READING

Anaeto, S. G.; Solo-Anaeto, M. & Tejumaiye J. A (2009). *Newspaper and Magazine: Management, Production, Marketing*. Ibadan: Stirling-Horden Publishers Limited.

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UNIT 3 LEGAL AND ETHICAL ISSUES IN PHOTO- SELECTION AND EDITING

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
 - 3.1 Photo-Editors and the Law
 - 3.2 Ethical Challenges to Photo-Journalists/Editors
 - 3.3 Photo-Manipulation
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

From our earlier discussion, it has been established that photographs and cartoons could be used to communicate the same way reporters communicate with words. In the same manner, they could be used to defame an individual or a group. Discussed in this unit are how photographs could be used to defame people and the precautions that media practitioners could take to ensure that they do not run afoul of the law while communicating with photographs.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- select for publication, photographs that will not injure anyone and attract legal action against an organisation.

3.0 MAIN CONTENT

3.1 Photo-Editors and the Law

Just like reporters, photo-journalist or photo-reporters look for the unexpected, oddity and ultimately the scoop. They want to get the best shot that will tell the story. Photo-editors on their own part, while selecting and editing the photos, look for those that will make readers shout “Eureka, this is what happened.” However, in doing this, they often come into conflict with the laws of the land. The law remains an umpire. Agbanu (2011) listed some of these laws as:

- The law of defamation
- State security and official secret laws
- Copyright laws
- Law of privacy

3.2 Ethical Challenges to Photo-Journalists/Editors

In their daily activities, editors try to adhere to the ethical standard established in the society where they operate. In Nigeria for instance, though there is freedom of information, readers still frown at obscene and indecent publication. Also, pornographic materials are not allowed especially in serious publications.

3.3 Photo-Manipulation

Today, technology has changed the face of photo-journalism and put to question the old saying that a photograph does not lie. With the manipulation of camera lenses and the use of technology such as photo-shops in computers and mobile phones, photographs could be manipulated that they look quite the opposite of the original copy. So, it is both illegal and unethical to manipulate photographs in such a way that readers are deceived. Photographs are expected to tell the story or capture the action the way it is.

4.0 CONCLUSION

From the primordial era to the present day, laws and ethics have attracted the attention of thoughtful persons because of their ability to foster unity in the society. These laws in some instances also protect the people against the prying lens of the camera. So, the reporter and/or editor should be able to know these rights and their limits to avoid legal action against his/her person and establishment.

5.0 SUMMARY

In this unit, we have been able to discuss some of the legal and ethical challenges that photo-editors contend with in the discharge of their duties and the need to avoid those legal challenges and maintain the society accepted ethical standard.

6.0 TUTOR-MARKED ASSIGNMENT

1. Mention and discuss three of the legal challenges that a photo-editor has to contend with.
2. Is photo-manipulation ethical? Give reason for your answer.

7.0 REFERENCES/FURTHER READING

- Agbanu, Ventus (2011). "Photojournalism and the law, ethics and taste."
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UNIT 4 ETHICAL AND LEGAL ISSUES IN NEWSPAPER/MAGAZINE PRODUCTION

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
 - 3.1 Some Ethical Issues Editors Contend with during Production
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Journalists in their daily activities are guided by some ethical and legal considerations. This is because they wield much influence in the society; and if not guarded, will end up misleading the people. Ethics helps journalists to decide the right thing to do especially in their editorial functions. Every journalist has to contend with the laws of the land in and outside the newsroom. During the production processes, the editor must ensure that all his/her actions and inactions conform to the laws of the land. Also, they owe ethical duties to the society, their professional bodies and their individual conscience.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- state some of the legal and ethical issues in newspaper/magazine production.

3.0 MAIN CONTENT

3.1 Some Ethical Issues Editors Contend with during Production

Anaeto, Solo-Anaeto & Tejumaiye (2009) list some of the legal and ethical issues that newspaper/magazine editors contend with during production. Among these considerations are: Accuracy, truthfulness, objectivity, libel, sedition, contempt of court and right of privacy.

Accuracy

The ethics of the journalism profession requires reporters and editors to be accurate in presenting facts. Accuracy is the hallmark of the journalism profession. A popular axiom in the profession says: when in doubt, leave out. What this means is that journalists in an effort to beat deadline should not sacrifice accuracy for speed. They should crosscheck their facts before publishing so that they will not mislead the people either intentionally or unintentionally.

Truthfulness

Truth is the foundation of the journalism profession. The reporters are expected to present matters and issues the way they are without adding their own opinion. They should leave opinions to opinion writers and separate the opinions from facts. As a societal watchdog, the society looks on to the media practitioners for facts and nothing more than that. So in whatever they do, the practitioners must put this before them and detach themselves or personality from issues under discussion.

Objectivity

A journalist should be objective in his/her daily assignments. This is one of the primary considerations in news writing. It is also one of the provisions of the Code of Ethics of the Nigerian Union of Journalists (NUJ) which is an umbrella body that controls the activities of the Nigerian media practitioners. Objectivity means presenting the facts the way they are without a deliberate effort to side any of the parties involved. It also means presenting all the sides of a story and representing the parties fairly.

Libel

Libel is defamation in permanent form. Defamation matters in the newspapers and magazines are libel. Both reporters and editors who want their organisation to remain in business remove anything that will attract libel action against the organisation. And, once a newspaper/magazine starts to attract legal action, it will lose the confidence of the people despite the financial loss. In fact, it loses its credibility.

Sedition

Sedition is a more serious offence than libel. It is a criminal offence against the state rather than an individual. A seditious offence is one meant to incite the people against the state or disturb the peace and

security or corporate existence of the state. The law of sedition does not prevent the people from criticising the government. They should criticise but such a criticism must not be done in a malignant manner. Such a criticism should be fair comment not a comment made with the intent to pull down a state or its government.

Contempt of court

This refers to publications that are likely to interfere with judicial proceedings or ridicule those charged with the responsibility of administering justice. When a case is pending in court, journalists should be careful on how they report those issues. Such reportage should not be done in a way that will interfere or influence the outcome of a case or muster public opinion in favour of one of the parties. Also, judicial proceedings must be reported correctly and put in the proper perspective.

Right of privacy

The right of privacy is the right enjoyed by individuals in a society. Everyone has a right of privacy and should not be deprived of privacy even by the media. While reporting, media practitioners should draw a line between a person's private and public life. However, as one becomes a public figure, the border between his/her public and private life becomes thinner; and some of the things originally seen as his/her personal life becomes public issues.

4.0 CONCLUSION

Journalists, in every stage of their work have both the legal and ethical considerations at the back of their mind. In news gathering, editing, proof reading, headline writing, cutline writing etc, they think of the law and the ethics of the profession. So many media organisations had suffered because of the carelessness of one or more persons in the production process. Those who made such mistakes pay dearly for it.

5.0 SUMMARY

Some of the legal and ethical considerations that guide the activities of media practitioners in the conduct of their duties include: accuracy, truthfulness, objectivity, libel, sedition, contempt of court and the right to privacy. These laws and ethics are considered by media practitioners in every stage of the production process to safeguard against unnecessary litigations. Those who ignore this pay dearly for such negligence.

SELF-ASSESSMENT EXERCISE

Why are legal and ethical considerations necessary in the print media?

6.0 TUTOR-MARKED ASSIGNMENT

List and discuss six of the legal and ethical issues that an editor will consider while editing a newspaper.

7.0 REFERENCES/FURTHER READING

Anaeto, S. G; Solo-Anaeto, M & Tejumaiye, J. A (2009). *Newspaper and Magazine: Management, Production, Marketing*. Lagos: Stirling-Horden Publisher Limited.

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MODULE 4 EDITING AND PAGE MAKE-UP

- Unit 1 Why Editing and Page Make-Up?
- Unit 2 Copy Fitting and Types of Page Make-Up
- Unit 3 Elements of Page Make-Up
- Unit 4 Headlines and their Importance

In newspaper and magazine production, an editor who could be located at different stages of the production processes ensures that the newspaper/magazine content meet basic standard established either by the media organisation or the society. They act as a check on what gets to the final consumer. Also, since the media are in a competitive industry, the editors and/or management team ensures that their products are appealing to the people.

This is done through packaging (both in form and content). Also, because of the competition in the industry, page make-up has become an integral part of modern newspaper and magazine production since, the editors could, through that, attract the attention of the readers. This, not only increases the appeal, but the financial success of the newspaper or magazine.

UNIT 1 WHY EDITING AND PAGE MAKE-UP?

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Copy Editing
 - 3.2 Page Make-Up
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

A newspaper or magazine's goal of getting information to the readers scattered in different location is partly achieved when reporters turn in their copies. The next step is the copy selection based on the news value, and the copy editing process. At this stage, it is the responsibility of the different editors to prepare the copy for publication. They edit the stories, removing the irrelevancies and adding the essentials that may have been ignored by the reporters. According to Ferguson, Patten, &

Wilson (1998), “This job is vital because if an error has crept into the reporter’s copy, it almost certainly will get into the paper unless the copy editor catches it.”

Also, since the layout and design has become an integral part of visual communication, the final production is arranged in a way to attract and appeal to the readers. Page design or layout is the first point of contact that attracts or repels a reader. Whether a potential reader will glance twice on a newspaper at the news-stand or ignore it depends on the attractiveness of the page make-up.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain copy-editing and page make-up in newspaper/ magazine
- enumerate the importance of editing and make-up in newspapers and magazines.

3.0 MAIN CONTENT

3.1 Copy Editing

Editing constitutes a major aspect of treatment of contents in newspaper and magazine production. It is crucial and dictates the editorial content and character of a publication (Nwabueze, 2011). No matter the nature of a story, its newsworthiness and relevance to the readers; poor editing could mess it up or even give an opposite meaning to the message the publication wants to pass out. Editing is a painstaking job which involves:

Removing irrelevant or unwanted portions of a story including making corrections, rewriting portions of the story, and ensuring that the house style (accepted way of presenting stories by an establishment) is adhered to (Nwabueze, 2011).

It also involves the consideration of ethics, legal issues, ownership and advertisers interest. Since media houses have dual mandate, one to the society and the other to the owners, the editors and management team try to balance these two mandates in their daily operation.

An editor must be a master of his/her publication’s stylebook, know the rules of grammar, spellings, punctuation and the use of titles. He/she should also master the use of editing symbols.

Ogbuoshi (2003) cited in Anaeto, Solo-Anaeto & Tejumaiye (2009,) listed seven reasons for editing. These are:

- editing for correctness-this is editing to correct weak sentences, wrong spellings, etc
- editing for grammar
- editing for accuracy of facts
- editing for balance
- editing for safety
- editing for clarity
- editing for style

Also, editorial matter could be edited for space. This is to ensure that it fits into the news hole allotted to it in the dummy.

Table 1: Some of the Symbols Used by Editors during Editing

Symbol	Meaning/Instruction	Usage
	Remove space	Introd <u>o</u> uction
	Remove a letter and close up	rememb <u>er</u>
	Remove word(s) and close up	It was <u>exceedingly</u> wonderful
	Put space between words	The Nigerian <u>s</u> ociety
	Insert word (s)	The man <u>will</u> come
	Delete word	The rain felt <u>fell</u> heavily
	Retain portion. Leave as it is	The man <u>is</u> dead <u>stet</u>
	Transpose letter or words	Mag ^l / _z / ^a / _{inc} He was <u>the/at</u> party
	Change to capital letter	<u>nigeria</u>
	Change to small letter	<u>Jump</u>
	Indent	<u>L</u> The car is coming down the road
	Run on, no paragraph	James thrilled the audience with his song. <u>He also danced very well.</u>
	Insert full stop or period	The man crossed the road <u>.</u>
	Insert comma	All he wanted to do was eat <u>,</u> drink and sleep.
	Insert apostrophe	Mary <u>'</u> s car
	Insert hyphen	socio <u>-</u> economic
	Insert quotation marks	The Oba said, <u>"</u> We want our community to be developed <u>"</u>
	Spell out figure	<u>(5)</u> students were caught cheating
	Change to figure	We have <u>(fifteen)</u> students in each class
	Spell out word	Brian goes to the <u>(gym)</u> everyday
	Abbreviate word	<u>(Reverend)</u> Philip was here
	Set in bold face	Egypt is in <u>Africa</u>
	Set in italics type	<u>Ewedu</u>

Culled from Anaeto, Solo-Anaeto & Tejumaiye (2009)

3.2 Page Make-Up

Page make-up is the arrangement of types, the type and style of headlines, the number and length of stories, the number and size of pictures etc, with a view to attract the attention of the readers. Nowadays, visual communication has become an important area in journalism. To attract reader, newspapers and magazines use graphic designs. According to Ferguson, Pattern & Wilson (1998):

Learning to design copy in a format that attract readers and makes a strong verbal-visual connection for them is a challenging and interesting task. Today, audiences expect strong visual graphics and stories packaged to attract and hold their attention ...Publication that chose to use the older, more traditional approach to design, featuring numerous small photos and headings, may lose many of their readers. Today's publication must feature strong story-telling photos, informational graphics, and carefully selected type to draw in the audience.

Most often, the three terms –page layout, page-make-up or page design are used interchangeably in newspapers and magazines.

4.0 CONCLUSION

Editing is the process of checking a copy; improve it and making it suitable for publication. In newspaper and magazine production, virtually all copies need editing. When copies are published unedited, they do not only say things about the character of the publication and its editors, but may attract litigations. All these, no doubt, may have serious consequence on the publication.

5.0 SUMMARY

Copies for publications are edited for error of grammar, spelling, omissions, biases in reporting, libelous materials and other matters that may not only offend the readers but land the publication in serious problems. Not only do editors check the story, they write the headlines and “package” the pages to make them attractive to the reading public.

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss three reasons why a copy sent in by a reporter needs editing.
2. Study the attached editing symbol. Use it to edit a copy of a news story submitted by a member of your class.

7.0 REFERENCES/FURTHER READING

Anaeto, S. G; Solo-Anaeto, M & Tejumaiye, J.A (2009). *Newspaper and Magazine: Management, Production, Marketing*. Lagos: Stirling-Horden Publisher Limited.

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UNIT 2 COPY-FITTING AND TYPES OF PAGE MAKE-UP

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Copy-Fitting
 - 3.2 Types of Page Make-Up
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor- Marked Assignment
- 7.0 References /Further Reading

1.0 INTRODUCTION

Newspaper and magazine production starts with the reporter who is the first person in the process of news gathering. However, the exploits of the reporter means nothing if the news they gather are not published or placed in a pattern that would attract the readers. Editors place these editorial matters into news holes. And, this is done in such a form that they attract the readers especially now that newspapers and magazines are in stiff competition for readers' patronage. The electronic media is also posing a challenge.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- define copy-fitting
- state why copy-fitting is necessary
- list the different types of page make-up or page design.

3.0 MAIN CONTENT

3.1 Copy-Fitting

Copy-fitting is the placement of editorial matters (headings, body text, photographs) into the news holes. Copy-fitting helps editors and/or page planners know the space each of the items will occupy in the dummy and how a page will look like after production. It also helps the page planner to know whether there is under-matter or over-matter in a page.

For efficiency in copy-fitting, editors usually give instructions on a copy. This instruction which is copy-marking indicates the size of the headline, the number of columns a story will run, the font, point size or whether the lead of the story will be in bold or light. With the use of computers and other software in page planning, the job of copy-fitting has been made easy since the computer can easily adjust the point size, etc to fit into the space allocated for the copy.

3.2 Types of Page Make-Up

According to Anaeto, Solo-Anaeto & Tejumaiye (2009), page make-up or page design could be classified into the following forms:

i. **Vertical make-up**

In this kind of make-up, elements in the newspaper or magazine are vertically placed.

ii. **Horizontal make-up**

This is a make-up where the elements in the page are horizontally placed.

iii. **Focus or brace make-up**

This is a make-up pattern where focus or prominence is given to one story and its headline. This story is given prominence with a bigger headline.

iv. **Modular make-up**

This is a type of makeup where stories are arranged in modules or boxes. Here stories are either tinted or separated by lines or boxes.

v. **Circus make-up**

In this type of make-up, elements are arranged without regard to each other. The arrangement does not follow any specific pattern. Here stories and photographs compete for attention and none is given preference.

Irrespective of the method that is used, a page can either be balanced or not. A balanced make-up attracts readers and makes reading easy.

4.0 CONCLUSION

While copy-fitting helps editors know the length of a finished copy, and the space it will occupy in the entire page, page make-up helps them know how the entire page would look after production. Both are technical issues in newspaper and magazine production.

5.0 SUMMARY

Irrespective of what some people may have done behind the scene, the interest of a reader is what gets out in the news stand. That is why professionals in the print media pay much attention in packaging their product, so that the final product will be appealing to the people. This, they do through copy-fitting and page make-up. A well arranged page is an asset to a newspaper or magazine since it is the first thing that draws reader's attention to the publication.

6.0 TUTOR-MARKED ASSIGNMENT

1. Discuss the five types of make-up you learnt in this tutorial.
2. Why is copy-fitting and make-up necessary in newspaper and magazine production?

7.0 REFERENCES/FURTHER READING

- Alozie, V. O. (2009). *The Print Media: Newspaper and Magazine Production, Editing, Graphics and Organisation*. Owerri: Pilvic Communication.
- Anaeto, S. G.; Solo-Anaeto, M. & Tejumaiye, J. A. (2009). *Newspaper and Magazine: Management, Production, Marketing*. Lagos: Stirling-Horden Publisher Limited.
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UNIT 3 ELEMENTS OF PAGE MAKE-UP

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Elements of Make-Up
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Competition in the newspaper/magazine industry is becoming stiffer. So, every publication now competes for the people's attention. The advent of the electronic and the digital media is not helping matters. Today also, the competition is not only in terms of content but also in aesthetics. And, any medium that attracts and sustains the attention of the readers is the one that would make it to the next level. During production, editors employ different techniques and use different elements to make the pages look better and attractive.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- state the elements editors use to make the pages attractive
- explain how these elements could be used to achieve the desired results.

3.0 MAIN CONTENT

3.1 Elements of Make-Up

To produce a page that will attract the attention of the readers, editors use the following elements.

1. Name plate

The placement of the name plate in a page can make a difference. In some newspapers and magazines, the logo runs across the entire columns while in others it runs across half of the columns or towards the end, creating an ear piece. Also, in some publication, it is placed in the uppermost part of the front page while in others; it is lowered into the

page. Any of these arrangements adds to the page make-up or the aesthetics of the page.

2. **Body type contract**

Variations in the body type in which stories are set contribute to the make-up. Stories could be set in 10 points, 12 points etc. or set in different fonts and across two or three columns to achieve variety. It could also be set in bold types to draw attention to a story.

3. **Headline pattern**

Headlines are used to attract attention to stories. They are also elements of page make-up especially when set in different type faces, different decks or different type sizes. They could also be flushed left, right or centre in a bid to achieve a certain make-up pattern.

4. **Boxes**

In page make-up, boxes are used to separate stories, draw attention to a particular story or for variety. Once a story is “boxed” it makes the story distinct from other stories and attracts the attention of readers. These boxes also add variety to the items on a page.

5. **Photographs**

In newspapers and magazines, photographs are not only used to tell the story, they are also an important element in page make-up. Before the use of photographs in the print media, pages look dull because they are filled with only text. Today, the story is different.

6. **Dashes and rules**

In newspaper and magazines, dashes, rules and other signs are used to separate stories, indicate the end of a story or simply for aesthetics. Some of the signs used to indicate the end of a story are: (-o-), (x x x), (- - -) etc.

7. **White spaces**

White spaces are elements of page make-up when they are used to achieve aesthetic value. Imagine a page that is clustered with text without any space and the one where there are spaces with other elements arranged in a particular pattern.

8 Colour

As competition in the media increase, many newspapers and magazines introduce the colour element in page make-up. Now, newspapers and magazines appear in different colour designs all calling for the attention of the readers. In different pages, stories are typeset in colour or boxed in colours not only to attract readers but to add aesthetic value.

4.0 CONCLUSION

With the ongoing competition, make-up has become an important factor in the success or failure of newspapers and magazines. Hence, they employ different elements of make-up to make their pages attractive to the readers whose patronage sustains the publication.

5.0 SUMMARY

To survive the competitive business environment, newspapers and magazines employ different elements of make-up. These include the placement of name plates or logo, variation in body type, arrangement of headlines, boxes, use of photographs, white spaces and colour.

SELF-ASSESSMENT EXERCISE

Why is make-up necessary in newspapers and magazines?

6.0 TUTOR-MARKED ASSIGNMENT

Pick a daily newspaper of your choice, look at the front page and identify all the elements used in the page make-up. Rearrange the page using the same elements.

7.0 REFERENCES/FURTHER READING

- Nwabueze, C. (2011). *Magazines and Newspapers Management and Production: An Introductory Text*. Owerri: Top Shelve Publishers.
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UNIT 4 HEADLINES AND THEIR IMPORTANCE

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 What is a Headline?
 - 3.2 Importance of Headlines
 - 3.3 Headline Casting
 - 3.4 Headline Counting
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Early in the morning, vendors flash newspapers and magazines on people going to work. These vendors have only one Unique Selling Proposition (USP) which they use to attract these people; and this USP is the headlines. Headlines are the shop window that tells people the content of a newspaper or magazine and whether such publication deserves the attention of the reader. With headlines, people need not read stories to know what it is all about.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the essence of headlines in newspapers and magazines
- enumerate types of headlines and the need for headline counting.

3.0 MAIN CONTENT

3.1 What is a Headline?

A headline is that bold caption of a news story in few words which draws attention to the story. It summarises and grades a story, telling readers the importance of each story in a newspaper or magazine (Alozie, 2009). Also, Ogunsiji (1989) summarises the essence of headlines thus:

A headline is a summary of the main points in the lead. It is expected to tell the readers at a glance what the

story is all about. It must be short, punchy, and attractive in order to catch the attention of the readers. Headlines are cast purposely to index the news i.e. to tell readers the value of news. They are also expected to serve as a guide to readers about the seriousness and significance of the news. Apart from providing some display, headlines sell a newspaper and denote its character.

3.2 Importance of Headlines

Headlines in newspapers and magazines perform the following functions:

- attract the attention of the readers
- they grade the news
- they sell news stories
- they summarise the stories
- they are elements of page make-up
- they facilitate reading and choice of stories.

3.3 Headline Casting

Writing or casting headlines may not be as easy as they may look. They do not always follow the rule of syntax and avoid the use of unnecessary adjectives, adverbs, conjunctions etc. They are also better cast in the present tense to give currency to the news. Headline casting is an art. And, since it is what newspapers/magazines use to attract readers, editors pay special attention to it and cast those flashy headlines that will draw the attention of people and lure them into buying the product.

3.4 Headline Counting

The essence of headline counting is to determine the amount of space the headline will occupy in the dummy. Newspapers and magazines count headlines by units. Horizontal spaces are measured in picas, points and units while the depths of the columns are measured in inches. To determine the space needed for a particular headline, the total number of units for all the letter and spaces between words in the headline has to be counted.

Crowell in Ogunsiji (1989) says the general rule for a dependable line count is to count the letters as follows:

Letter	Units
Cap: M Q W	2
Cap: I J	½ (1)
All other caps	1 ½
Lower case m w	1 ½
Lower case f l i r t y	½
All other lower case letters	1
Figure 1	1
Other figures	1 ½
Punctuation	½
& N % ? &	1 ½
- (Dash)	2
Space between words	½

Before the advent of computer and the page-maker, that is, during the time of letter press when headline counting was done manually, this headline counting system was in vogue. But, with the advent of computers and their use in page planning, headlines are cast and placed with computer that editors do not have to go through the rigour of this counting.

4.0 CONCLUSION

Headlines and their placement in newspapers and magazines are vital in the production process and appeal to the readers. And, in this era of stiff competition, the race is becoming keener. Though the computer had removed the job of headline counting from the editors, their ingenuity is still required in the casting of headlines to put their publication ahead of others.

5.0 SUMMARY

Headlines are the hook that attract readers to a news story and at a glance tell them in a nutshell what the story is all about. They grade the stories and help in the general page make-up. They have become a major tool in the page make-up and an indispensable one indeed.

SELF-ASSESSMENT EXERCISE

Why are headlines necessary in newspapers and magazines?

6.0 TUTOR-MARKED ASSIGNMENT

Pick a headline from your local newspaper and count the headline to determine the number of units it may require.

7.0 REFERENCES/FURTHER READING

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MODULE 5 NEWSPAPER/MAGAZINE PRINTING, DISTRIBUTION AND CHALLENGES

Unit 1	The Printing Process
Unit 2	ICT Application in Newspaper/Magazine Production
Unit 3	E-Publishing
Unit 4	Factors Militating against Newspaper/Magazine Production in Nigeria

To the economist, the process of production ends only when goods get to the final consumer. In newspaper and magazines, though reporters and editors may have done their own beats, the production will only come to an end when the product gets to the final consumer which is the reader. This is why the printing and distribution of newspapers and magazines are so vital. Imagine when the editorial team produces the best of newspaper in their imagination and such a product is messed up in the printing house.

Also, imagine when the printers produce the best of newspapers and/or magazines and those final products did not get to the people they are meant for - the readers. All these scenarios are better imagined than experienced because they could turn to nothing all the human and material resources invested by the editorial and management teams.

UNIT 1 THE PRINTING PROCESS

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	The Gutenberg Era
3.2	Modern Printing
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

Printing is not a new phenomenon. It started from the primordial era till the present age. According to Umechukwu (1997), printing could be traced to the Paleolithic cave dweller who nursed serious ambitions towards recording for posterity. These cave dwellers, on the wall of their caves record events in paintings and drawings and that formed the first

crucial step towards printing. Nevertheless, this system harboured a lot of inadequacies and alphabets were therefore introduced.

These alphabets were adopted by the Egyptians who were the fore-runners of modern alphabets. With the invention of alphabets, attention was focused on the invention of writing surface, an effort that led to the invention of paper on which prints are made.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- highlight the modern methods of printing both newspapers and magazines
- explain the evolution of the printing process.

3.0 MAIN CONTENT

3.1 The Gutenberg Era

In Germany, between 1453 and 1456, Johannes Gutenberg used movable type to develop a printing press. This press produced the early books such as the Bible (Campbell, Martin & Fabos; 2006). By this feat, Gutenberg and his colleagues did not only devise a way to promote knowledge across borders, but developed the prototype for mass production of printed materials (Hanson, 2005).

During this period, printing was time consuming and expensive. But, this early effort led to the spread of information and knowledge outside their places of origin. It led to the cross-fertilisation of ideas and people began to have information far beyond their places of origin.

3.2 Modern Printing

More than a century ago, the demand for printed materials grew as a result of the increase in the literacy level. Then, there was the need for a quicker and more mechanised printing process to satisfy the demand. The evolution of steam-powered machines and the Rotary Press lowered the cost of printing. Then came the era of offset lithography developed in the early 1900s. This process allowed for printing from photographic plates instead of metal casts.

This also led to computer typesetting. This latest production process made commercial production of newspapers and magazines possible. With the emergence of the new media, some newspapers and magazines

also publish on the web so that people now read newspapers and magazines at the press of the buttons of their mobile phones.

4.0 CONCLUSION

Today, newspapers and magazine get wider readership and coverage because of the improved printing technology which is not only cheaper but faster. Also, the modern printing technology enables them to compete with the digital and electronic media that are rave of the moment. This would not have been possible without the modern printing technology.

5.0 SUMMARY

Right from the primordial age through the Gutenberg era, to the present digital age, the printing technology has gone through different stages, each improving on the one before it. Undoubtedly, newspapers and magazine are benefiting from the evolution of the printing press. This improved technology, according to Roger Fidler, in Biagi (2003) is called mediamorphosis - the rapid transformation in the media industry.

SELF-ASSESSMENT EXERCISE

How has the mass production of printed matters contributed to the spread of knowledge?

6.0 TUTOR-MARKED ASSIGNMENT

Trace the evolution of the printing press from the Gutenberg era to the present age.

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UNIT2 ICT APPLICATION IN NEWSPAPERS/ MAGAZINE PRODUCTION

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Market Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

We live in a changing world and one of the developments that brought about changes in modern world is information and communication Technologies. One of the industries that have benefited from the impact of ICT is the print media industry. According to Amadi (2011), gone are the days for notepads and pens which use to be the tool of the journalism trade. They now belong to the past. The author adds:

Journalism practice in those days was a hard-on vocation, of course with the aid of the good old reporter notebooks, midgets (tape recorder), and the ball point pen, journalists were trained to write their stories on the move, inside taxis or buses, the slow process of news gathering then made deadline a dreaded word in most news rooms.

The situation has changed. From the Gutenberg era to the modern age of the World Wide Web, new technologies are being invented and they influence the way people gather information in newspapers and magazines; process those information; print and distribute the printed or online copies. On the influence of ICT on newspapers and magazines, Anaeto, Solo-Anaeto & Tejumaiye (2009,) writes:

The use of ICT in newspaper and magazine publishing has enable more cost effective in gathering and disseminating information, made the whole process easier, improves the quality of published materials and also reduces cost of production.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- differentiate between ICT used in newspaper and magazine production
- explain how they are used
- highlight the stages of the production process where they are used.

3.0 MAIN CONTENT

Mentioned below are some of the ICT, newsmen use in newspaper/magazine production and their application in the production process.

a) **Computers**

In modern newspaper and magazine production, computers have become an indispensable asset. They are used to type, store and process information. They are also used in page planning, photo-editing and colour separation, copy-fitting etc. (Amadi, 2011). The use of computer in designing and preparing print publication is called desktop publishing.

b) **Global System for Mobile Communication (GSM)**

The advent of GSM made the sharing of information easy. With GSM which has become a household name, reporters can reach news sources, colleagues and their editors irrespective of the physical distance. It makes contact between the reporters/editors and their source of information easier. With GSM, a reporter could in the comfort of his office conduct an interview, verify a story or get background information. GSM made information dissemination not only easier, but faster. E-mail services are also utilised by media practitioners and their clients to send news releases, feature stories, photographs from far distances to the newsrooms.

c) **Fax Machines and Facsimile**

This is a machine that not only sends and receives texts, but also can send photograph from one point to the other. At the receiving end, the machine prints out the document or image that was sent. Through the facsimile, photo-journalist can send to the production centre, not only texts but also photographs.

d) **Internet**

The Internet is a web of computers located in different part of the world. It served as a source of information to journalists who are always in need of background information. The emergence of the Internet has also led to e-publishing where newspapers and magazines publish online editions. The online editions make newspapers and magazines accessible to greater number of readers.

e) **Electronic Mail (e-mail)**

The e-mail is an electronic mail box in the Internet through which people send electronic mails (texts and photograph). With e-mail addresses, people could share private information. With this technology, journalist could file in their reports from anywhere in the world and, in like manner, receive information.

f) **New Developments in Printing Technology**

With new developments in the printing process such as the photocomposing machines which is one of the latest developments in newspaper and magazine printing, images are easily transferred to films. The result is that newspaper pages could be sent to different places as far as continents in a matter of minutes. This is facilitated by high speed modems and satellite links.

g) **Page Facsimile Transmission**

This is a new technique in newspaper and magazine publishing. Before now, newspapers and magazines produce different editions to cover the vast distance. Now, they print simultaneously in two or more locations. This is possible because with the aid of ICT, planned pages could be photographed and transmitted from the main production centre to satellite printing plants. This makes it possible for the printing operations to be carried out simultaneously in different locations. For instance, *ThisDay* newspaper prints simultaneously in Lagos and Abuja while *Champion* newspaper print in Lagos and Owerri.

4.0 CONCLUSION

The advent of ICT has made newspaper and magazine production not only easy, but faster and more efficient. Media practitioners in different part of the world depend on different ICT in their daily activities right from the gathering of information, processing, production and distribution of the final product. Today, newsrooms are no longer the usual mad house where reporters cluster to submit, proofread, edit and

plan pages. With ICT, these functions could be performed better without reporters clustering in the newsroom or using typewriters.

5.0 SUMMARY

For a reporter to effectively carryout his/her function in this age, he/she must depend on information and communication technologies. Right from the gathering of information to the processing, ICT is needed. And, in the newsrooms, the different professionals need ICT for editing, proofreading, storing and other activities. In fact, ICT is the life wire of modern newspaper and magazine production.

6.0 TUTOR-MARKED ASSIGNMENT

- i. List five of the ICT that are used in newspaper and magazine production.
- ii. Discuss how they are beneficial to media practitioners from news gathering to printing.

7.0 REFERENCES/FURTHER READING

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UNIT 3 E- PUBLISHING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 What is E-Publishing?
 - 3.2 Need for E-Newspapers/Magazines
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The emergence of ICT did not only impact on news gathering, production, and distribution. It has also impacted on readership. Gone are the days when people early in the morning gather at the news stands for the news of the day from the daily newspapers and magazines. Now, some people read the daily newspapers/ magazines even before the print copies are made.

All these are as a result of the online editions that made it possible for people to read the newspapers/magazines without access to the printed copies. This trend, no doubt has drastically affected the circulation of some of the newspapers and magazines which has for some time now, been dwindling. With e-publishing, time and space no longer pose a barrier. Publishers no longer talk of area of circulation since the newspapers and magazines could be read for everywhere.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss what e-publishing is all about
- explain why so many newspapers and magazines now embark on e-publishing.

3.0 MAIN CONTENT

3.1 What is E-Publishing?

The term “e-publishing” also known as web publishing is self explanatory. In the media industry, e-publishing means the online delivery of newspapers/magazines to prospective readers. What this

means is that it is only those that have access to the Internet that will be able to receive the publication.

The fundamental difference between e-newspaper/magazine and print newspaper/magazine is that the e-newspaper/magazine is an electronic document devised to be read in a computer or special hand-held devices such as mobile phones. Commenting on the services of e-publishing in newspapers and magazines, Owuamalam (2010) writes:

It is at the website that data are posted as publication for public consumption. The potential consumer therefore needs to obtain the web address of the site where the needed publication is posted. It is through logging into the web address that access to a posted document can be obtained. The consumer who wishes to obtain the downloaded document in hard form, as a copy, uses the printer facility, connected to the computer to print. The printed copy bears the information about its source, web address, and time of download and printing. It is the publication as obtained that serves the reading desire of the consumer.

Electronic newspapers/magazines perform in the society, the same function which the print versions perform. They inform, educate and entertain. In fact e-newspapers/magazines have become more popular in recent years since most readers find it more convenient reading the online copies.

They have become a very good resource for learning as knowledge could be delivered and accessed instantly whenever and wherever one needs it. It has amazingly become popular and is replacing the print copies. This is because it has numerous advantages over the conventional print editions. It is easy to both publish and circulate e-newspapers/magazines through the Internet.

3.2 Need for E-Newspapers/Magazines

In recent time, there has been an upsurge in the number of people that read newspapers and magazines electronically. This no doubt is affecting the sales of the printed copies. To be part of the technological revolution, many newspapers and magazines have joined the train and are publishing online editions. In Nigeria for instance, this is the case. But the situation is much more than that in other places that it seems the death of newspapers and magazines as predicted by Gutenberg may be near.

Newsweek one of the international magazines that has made a mark in the print media industry recently announced that from December 31, 2012, it would only produce the online edition. The management of the magazine while making the announcement said such a measure became necessary because of the magazine's dwindling revenue from sales which came as a result of many of its readers depending on the online edition.

4.0 CONCLUSION

E-publishing is one of the latest developments in the newspaper/magazine business. Not only that it is cheaper, it makes it possible for newspapers/magazines to reach greater number of people since distance is no longer a barrier. But, it has reduced the circulation and readership of the printed copies and led to dwindling revenue to the publication. With the trend, the death of the print copies is envisaged in the near future.

5.0 SUMMARY

E-publishing in the media industry means the online publication of newspapers and magazines. The website is the base of e-publishing. It is on the website that these newspapers and magazines are published. The websites have addresses known as the web address. Only those who are connected to the Internet and have the web address can have access to the electronic version of the newspapers/magazines.

SELF-ASSESSMENT EXERCISE

What is the benefit of online newspapers/magazines to individuals?

6.0 TUTOR-MARKED ASSIGNMENT

- i. What is e-publishing?
- ii. Mention and discuss one advantage and disadvantage of e-publishing to the newspaper/magazine industry.

7.0 REFERENCES/FURTHER READING

Daniel, Y. A. (2012). "The E-Book Evolution Format and Design." In: J. O. Daniel; I. E. Ifidion & T. Okegbola (Eds.). *Trends in Library and Information Science in Nigeria: Festschrift in Honour of Prof. Sam E. Ifidon*. Lagos: Elis Associates.

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UNIT 4 **FACTORS MILITATING AGAINST NEWSPAPER/MAGAZINE PRODUCTION IN NIGERIA**

CONTENTS

- 1.0 Introduction
- 2.0 Objective
- 3.0 Main Content
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

In Nigeria, newspapers and magazines face a lot of challenges. These challenges are socio-economic, political and legal challenges that at time hinder the production and circulation of the products. Some of these challenges have led to the death of some of the publications which at inception, came with lots of hope and the people expect them to make appreciable impact in the society. Some of these challenges are discussed below.

2.0 OBJECTIVE

At the end of this unit, you should be able to:

- list some of the problems or constraints that newspapers and magazines face in a developing nations such as Nigeria.

3.0 MAIN CONTENT

Some of the constraints newspapers and magazines face in Nigeria include:

1. **Low literacy level:** For one to be able to read either newspapers or magazines, that person must have attained certain level of literacy. Unfortunately in Nigeria, the literacy level is low. That affects the readership and sales of newspapers and magazines and the revenue they generate.
2. **Distribution problem:** Nigeria is a vast nation and has a difficult terrain. This vastness and terrain affect the distribution of newspaper and magazine that some of the acclaimed national newspapers and magazine still find it difficult to distribute in the

six geo-political zones. To avert this problem, some newspapers either produce two different edition or print simultaneously in two different location.

3. **Financial constraint:** Newspapers and magazine publishing is capital intensive. Each edition needs a new set of newsprint and circulation process. Unfortunately, the cost of this newsprint is high. This is quite different in the electronic media where once established, the owner only has to contend with the cost of maintenance. Also, generally, the cost of doing business in Nigeria is high.
4. **Managerial problem:** Management problem is one of the issues that confront newspapers and magazines in Nigeria. This has led to the success of some of the flourishing publication and the death of some other that stopped publication few months after establishment. In Nigeria, some of the managers of newspapers and magazines were newspaper editors who turned manager overnight. This affected their performance since only few acquire management training.
5. **Inadequate advert support:** Advert revenue is one area that support newspapers and magazine and keep them afloat. Unfortunately, since the reward for advertisement is intangible, many Nigeria do not value advert. This has led to dwindling revenue from advertisements. Also some advert agencies find it difficult remitting advert revenue to media houses. This affects the financial stand of these media houses.
6. **Owners' interference:** In Nigeria for instance, because of the role which the media played during colonial rule and immediately after independence, media owners see their newspapers and magazines as a means to advance their political and economic interests. As a result of this, they interfere in the daily operation of the newspaper. Those owned by the government are not left out since they are seen as government megaphone. This affects public perception and patronage.
7. **Lack of modern communication facilities:** In ICT development, Nigeria is still lagging behind. The absence of these facilities affects the operation of these media houses including newspapers and magazines. Despite the introduction of GSM in the country, many people still argue that their services are epileptic.

8. **Dearth of practicing professional journalists:** Despite the huge number of people that graduate from journalism and mass communication schools, only few practice the profession. To those who join other professions, journalism is stressful. This attitude creates room for non-professional journalist to dictate the pace in different newspapers and magazines houses. Definitely, the activities of these people who are not trained affect the operation and, distress becomes the order of the day.
9. **Non-payment of staff salaries:** In many newspaper and magazine establishments, payment of staff salaries has become a privilege rather than a right. This has led to all forms of unethical practices that affect the operation of the organisations and drag their name in the mud. Some of the unethical practices in the newsrooms could be traced to this non-payment of salaries and allowances of media practitioners.
10. **Repressive laws:** There are some repressive laws that affect the operation of newspapers and magazines in Nigeria. Some of these laws were inherited from either the colonial masters or are product of military rules. Some of these laws are: law of sedition, Official Secret Act. etc. The result of this is that newspaper and magazine have become watchdogs in chain.
11. **Censorship:** newspaper and magazine undergo different forms of censorship in their daily operations. Different government policies often affect their operation. At times, media houses are closed down or have their products confiscated. Sometime, import duties are placed on imported raw materials such as newsprint needed by the media.

4.0 CONCLUSION

The business environment in Nigeria has not been conducive for newspapers and magazines. They face hostile environment from the socio-economic system, the government and even the employers. These constraints prevent the people from getting the best out of the media houses.

5.0 SUMMARY

Newspapers/magazines in Nigeria face a lot of constraints. These range from non-payment of staff salaries to ownership interference, inadequate advert support and low literacy level. Others include: financial constraints, distribution problems and management problems.

6.0 TUTOR-MARKED ASSIGNMENT

List and discuss ten factors militating against newspaper/magazine production in Nigeria.

7.0 REFERENCES/FURTHER READING

Anaeto, S. G.; Solo-Anaeto, M & Tejumaiye, J. A. (2009). *Newspaper and Magazine: Management, Production, Marketing*. Lagos: Stirling-Horden Publisher Limited.

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