



## **FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

## **FORM AND CONTENT OF NEWSPAPERS AND MAGAZINES**

### **Language and style basics**

#### ***The importance of language***

Your main task as a journalist is to help people understand what is happening around them; in their village, in their country and in the world. Most readers or listeners will not have your knowledge of language, so you must simplify it for them. You should be able to examine the most complicated issues and events then translate them into language which your audience can understand. If you fail in this, people will stop buying your newspaper or tuning in to your radio or television station. You will be failing in your job

#### ***Short, sharp, clear sentences***

Whether you write for newspapers, broadcasting or the Internet, you should always aim for words and sentences which provide the maximum amount of understanding with the minimum risk of confusion. This generally means keeping words and sentences short and simple.

#### ***Sentence length***

There is no single rule about the length of sentences in news writing, but you should set yourself a target for the maximum number of words you use. We suggest that you never use more than 20 words in any sentence, except in special circumstances. If you follow this rule, your sentences will be simpler, there will be less room for error and you will make a more efficient use of words.

#### ***Lively language***

The words you use will help to make your story easy to understand.

Long words are not bad in themselves, if they are the only words available to explain a particular meaning accurately. Many young journalists think that they have to use the whole of their vocabulary when writing even the simplest news story. You may wish to show off your knowledge of the language, but remember that your knowledge is not what matters. The vocabulary of your reader or listener is more important.

#### ***Using new words***

Many careless writers introduce new words without thinking how they will be understood by ordinary people.

Sometimes they change nouns into verbs, in order to make sentences shorter. The danger with this is that the resultant verb is often less precise than the original phrase and is less readily understood by people.

You must be very careful about introducing new words which your readers or listeners might not understand. This is especially important if the word is in their second language. Stay with familiar words.

However, if you cannot avoid using a new word, you must follow it immediately with an explanation.

### ***Sentence structure***

It is not enough to write short sentences using simple words. You also have to construct your sentences in such a way that the ideas are easy to understand.

### ***And andbut***

Even simple joining words like *and* and *but* can cause confusion if they are not used wisely. These words are called conjunctions because they join things together. The word *and* is quite acceptable when used to join together two words or phrases:

The man *and* the woman had two daughters *and* a son.

However, it should not be used to join together long lists of ideas which can quite easily be split into separate sentences.

### ***Paired negatives***

Paired or double negatives in English are not only bad grammar ("he has not got no pawpaw"), they usually create confusion, especially in the spoken word. Although logically paired negatives simply cancel each other out, many people do not use them in this way. Many other languages have totally different rules about paired negatives.

For example, the sentence "He was happy" is easy to understand. So is the sentence "He was unhappy". But what do you understand by "He was not unhappy". Was he happy or unhappy? Do you see the confusion? Make it a rule: avoid paired negatives.

### ***Objectivity***

Your language must not only be easily understood, it must be fair. You should not use words which give a biased view of a person, an event or a situation.

**TO SUMMARISE:**

- You must keep your language clear and simple so that your readers or listeners can understand.
- Sentences should be short - no longer than 20 words or three concepts (ideas).
- Sentence structure should be simple; it is best to write in the active voice.
- Explain any new words whenever you use them

### **Basic Parts of a Newspaper**

1. **General news:** This contains the most important news both here and abroad. It is usually found on the front page of the newspaper. The title of the most important news is printed in big bold letters. It is called banner headline.
2. **Local and Foreign News Section:** Part of this section contains news from the towns and cities of the nation. Another part contains news from abroad.
3. **Editorial Page:** Printed in this section are articles called editorials. An editorial gives views or opinions of the editor or publisher on certain issues or events.
4. **Weather Section:** This section can find the weather, wherever you may need to know.
5. **Sports Page:** This page contains news about sports events in and out of the country. It also contains people well-known in sports.
6. **Classified Ads Section:** This section contains advertisements which fall under headings like Help, Wanted, For Lease or Sale, Wanted to Buy. Also found in this section are personal and legal notices.
7. **Business and Finance Section:** This section provides businessmen and people interested in business with information on banking, foreign exchange rates, imports and exports, and prices of prime commodities.
8. **Entertainment Section:** This section contains information about movies, radio, television and other objectives for entertainment. It also includes games and puzzles, comic strips and cartoons and daily horoscope.
9. **Home and Culture Section:** This section provides ideas about budgeting, food preparation, house improvement, proper plant care, and the like.
10. **Society Page:** This section contains news about important well-known people who are celebrating special occasions or performing at particular place.
11. **Travel and Tourism Section:** This section provides a guide to enjoyable travel. It directs tourists to scenic vacation spots and gives information on the

activities in these places. Also found in this section are the schedules of the departure and arrival of ships and airplanes. both domestic and international.

12. **Announcement and Obituary Page:** This Section provides news on the activities of the different religious sects, such as fellowships, seminars, prayer meetings and the like. A list of people who died and the time and place of their burial is found in the obituary page.

13. **Reader's Opinion:** This part publishes the reader's opinion, reactions, comments, and the like. Readers send their messages to the newspaper publisher. Most of those publishers allot at least half on a page for the letters coming from the readers.

### **Major Parts of a Magazine**

The Parts of a magazine Main are the cover page, cover pages, table of contents, imprint, publisher letter, articles and back.

A magazine is a periodical publication of content - articles and interviews especially - accompanied by advertising, horoscopes, and thousands of creative ways of representing information.

A great way to share your own vision is through a magazine. To make a magazine, you only need to create meaningful content around a solid subject that can attract a specific market, then organize that content with an attractive design and publish it digitally or through print.

Even a single person can make a handmade magazine, or use software to design and print a professional quality magazine.

In general, today's magazines follow the same structure and although there are magazines that do not, this approach is predetermined. It is a point of reference that can be modified in many ways for the needs of each particular publication.

### **Main parts of magazines**

Magazines consist of seven parts: the cover page, the cover pages, the table of contents, the imprint, the editor's letter, the articles and the back.

#### **1. Cover**

This is the first page of the magazine, so in some ways it is the most

important. It is never too early to start thinking about what could be a good photo for the cover. Most editors use an image related to an important feature that will be developed within the journal.

## **2. Coverpages**

They come after the cover, usually the same material as the cover and almost in 100% of cases are advertisements. The second page of the cover is reserved for advertising. This is the second most expensive ad page. The third cover page is again reserved for advertisers and is the magazine's third most expensive ad page. The last cover page is on the back of the magazine and is the most expensive ad page.

## **3. Table of contents**

After many ad pages, the table of contents serves as a quick breakdown of how the magazine is organized. It is especially useful when a reader is intrigued by the cover and wants to read more, to flip to the content and easily find the item they were looking for.

The table of contents can be designed with or without margins, but it is important to distinguish the content elements so that the reader can understand the page number, the title of the subject and a brief description of the topic if you wish to include it. A good typographic choice is crucial in this part.

## **4. Imprint / Contributors / Writers**

This is the part of the magazine that is usually placed in the front of the book, although some magazines place it in the back. Imprint or "masthead" is the list of all the people who work in the magazine. From writing to marketing people, sales, ads, to editors and key people in the publishing house that is producing the magazine.

The design of this page is quite simple and clean. The logo is usually placed at the top of this page.

## **5. Letter from the Editor(s)**

It is the first editorial page of the magazine. It is a welcome letter from the editor in chief explaining the content of the topic.

It depends on the publisher's style and journalistic voice. It basically covers the main topics, but it may also contain some reflections on the topics covered by this journal in general. It is usually a page and includes an image related to the message or the editor (s).

## **6. Articles**

This is the bulk of the magazine. Articles can be brief, medium to longest, spanning more than ten pages. When the magazine is organized, short and long articles usually happen. For example, a 10 page article may be followed by a 4 page article instead of another 10 page article. This gives a better flow, or rhythm to the magazine.

The designs related to these pages are where designers have the greatest freedom, although a certain style of publication must be fulfilled. It is important to state that each article should be visibly different than the other because the reader may be confused if he does not know where it ends and the other begins

## **7. Back of the book**

This part of the magazine contains the remaining content, shorter articles, news, listings, remaining columns and horoscopes. Again, just as at the beginning of the magazine, this part of the magazine follows a rigid structure and the design is not changed to just.

In general, here you can find so-called "classified" ads. Smaller ads, 1/4 of a page to 1/16 of a page, are grouped and placed on these pages.

Depending on the nature of the journal, the last page is reserved for a columnist, short essay, short interview or similar relaxed content.