

ISC Class 12 Mass Media and Communication Specimen Paper 1

Written by the Future Topper subject team on the CISCE examination pattern. Not an official CISCE paper.

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Maximum Marks: 70 | Time Allowed: Three hours | Reading Time: 15 minutes

Section A is compulsory. From Section B attempt any four questions. From Section C attempt any one question. This paper carries 70 marks, the remaining 30 being for the project and portfolio.

General Instructions

Write your answers on the separate answer paper provided. The first 15 minutes are for reading the paper, and you may not write during that time. Section A is compulsory and must be attempted in full. From Section B you must attempt any four of the six questions, and no credit is given for a fifth. From Section C you must attempt one of the two questions. Marks for each question, or part of a question, are shown in brackets. Answers should be in your own words and of a length suited to the marks offered, a one-mark part needing no more than a sentence and a six-mark part needing a developed argument. Use the terms of the subject accurately and illustrate general statements with examples from the media wherever you can, drawn from any country. No printed images, advertisements, layouts or screen captures are supplied with this paper, and the material you are asked to analyse in Section C is described to you in words. Where a question asks for a layout, a chart or a diagram you are expected to draw it yourself in pencil and label it. This paper carries 70 of the 100 marks for the subject, the remaining 30 being for the project and the portfolio.

SECTION A (20 Marks)

Attempt all parts of Question 1 and all parts of Question 2.

Question 1 [12]

Each part carries 1 mark. For the parts that offer four choices, write only the option you choose. For the rest, answer in a single sentence or give the single word, name or term asked for.

- (i) In the basic model of communication, the process by which the receiver turns the received signal back into meaning is called:
- (a) encoding (b) decoding
(c) transmission (d) feedback
- (ii) Name the element of the communication process by which the sender learns how the message has been received.
- (iii) Anything that interferes with the accurate transmission or reception of a message is called:
- (a) redundancy (b) a channel
(c) noise (d) a gatekeeper
- (iv) Name the person in a news organisation who decides which of the stories available will be published and which will be left out.
- (v) The arrangement of a news story in which the most important facts are placed in the opening paragraph and the detail follows in descending order of importance is called:
- (a) the feature structure (b) the inverted pyramid
(c) the editorial structure (d) the narrative lead
- (vi) State in one sentence what is meant by the dateline of a news report.
- (vii) A radio programme in which a presenter takes telephone calls from listeners who put questions or give opinions on air is called:
- (a) a phone-in programme (b) a radio documentary
(c) a radio jingle (d) a public service announcement

- (viii) Name the kind of radio service, licensed to a local body or institution, that broadcasts to a small area and is run largely by the people it serves.
- (ix) In advertising, the single idea that the whole advertisement is built to put across, and which gives the buyer a reason to prefer the product, is called:
 - (a) the media plan (b) the storyboard
 - (c) the copy platform or unique selling proposition (d) the rate card
- (x) Name the public relations document, issued by an organisation to news organisations, that announces something it wishes to be reported.
- (xi) Content on a digital platform that is produced by ordinary users rather than by a media organisation is described as:
 - (a) syndicated content (b) sponsored content
 - (c) archival content (d) user generated content
- (xii) Name the legal wrong committed when a person's reputation is damaged by a false statement published about him.

Question 2 [8]

Each part carries 2 marks. Answer each part in two or three sentences.

- (i) Distinguish between interpersonal communication and mass communication. [2]
- (ii) State two differences between a news report and an editorial. [2]
- (iii) State two reasons why radio remains an important medium in rural India. [2]
- (iv) Distinguish between advertising and publicity. [2]

SECTION B (40 Marks)

Attempt any four questions from this Section. Each question carries 10 marks.

Question 3 [10]

- (a) Name the elements of the communication process, and explain the part played by any two of them. [3]
- (b) Explain what is meant by barriers to communication, and describe three kinds of barrier with an example of each. [3]
- (c) Explain what is meant by the agenda setting function of the mass media. Describe how it operates, and state two criticisms that have been made of the theory. [4]

Question 4 [10]

- (a) Explain what is meant by verbal and non verbal communication, and state two ways in which the non verbal may contradict the verbal. [3]
- (b) Describe three functions that the mass media perform in a society. [3]
- (c) Explain the main propositions of the hypodermic needle theory of media effect, and explain why later research held it to be inadequate. Describe the uses and gratifications approach, and state how it differs from the hypodermic needle view of the audience. [4]

Question 5 [10]

- (a) Describe the beginnings of the newspaper press in India, naming the earliest papers and the conditions under which they appeared. [3]
- (b) Describe the part played by the press in the Indian national movement, with two examples. [3]
- (c) Describe the growth of broadcasting in India from its beginnings to the arrival of satellite television. Explain how the coming of satellite channels altered the position of the state broadcaster, and state one consequence of that change for the viewer. [4]

Question 6 [10]

- (a) Explain what is meant by news, and name the factors that make an event newsworthy. [3]
- (b) Explain what is meant by the lead of a news report, and describe three faults commonly found in a badly written lead. [3]
- (c) Distinguish between a news report, a feature and a column. Explain how the writer's purpose and the use of his own opinion differ in each, and state why a newspaper keeps the three visually distinct on the page. [4]

Question 7 [10]

- (a) Explain what is meant by public service broadcasting, and state two obligations it places on a broadcaster. [3]
- (b) Describe three differences between writing for radio and writing for print. [3]
- (c) Explain what is meant by a television news bulletin, and describe the stages by which one is put together from the gathering of material to transmission. State one pressure that live television places on accuracy. [4]

Question 8 [10]

- (a) Explain what is meant by new media, and state two features that distinguish it from the older mass media. [3]
- (b) Explain what is meant by misinformation and what is meant by disinformation, and describe two ways in which a reader may check a claim met on a social platform. [3]
- (c) Explain what is meant by media ethics. Describe the obligations a journalist owes in reporting a continuing criminal investigation, and explain why the right to privacy of a person who is not a public figure deserves particular care. [4]

SECTION C (10 Marks)

Attempt any ONE question from this Section. The material you are to analyse is described in words in the paragraphs printed before each question. No image is supplied, and you are not expected to reproduce one.

Question 9 [10]

Read the description of the advertisement given below and answer both parts of the question.

The material to be analysed is a full page advertisement placed in the Sunday edition of a national English newspaper by a company that makes bottled fruit drinks. The page is divided unequally. Rather more than the upper two thirds is a photograph taken in a school playground at what appears to be the middle of the morning. Four children of about ten years of age sit on a low wall with their bags beside them. Three of them are laughing at something out of the frame. The fourth, a girl at the end of the row, is drinking from a bottle of the advertiser's product, which she holds with both hands, and she is looking directly out of the photograph at the reader. The bottle is the only strong colour in an otherwise pale picture, and it falls almost exactly in the centre of the page.

Across the lower part of the photograph, in large letters, runs the line: THE ONLY ONE WITH NOTHING TO HIDE. Beneath the photograph, in a band of white, there are three short lines of smaller text. The first says that the drink contains no added sugar. The second says that it is made from real fruit. The third says that nine out of ten mothers who tried it would buy it again. Below these lines, in the left hand corner, is the product bottle shown a second time against a plain background, with the company name and a web address beside it. In the right hand corner, set in the smallest type on the page, is a line stating that the claim about mothers refers to a survey of two hundred and forty respondents conducted by the company, and a further line stating that the product contains naturally occurring fruit sugars.

- (a) Identify the target audience of this advertisement, and state two features of the material by which you identify it. [4]

- (b) Analyse the advertisement, examining the way the photograph, the headline and the smaller text work together, the claims that are made and how far they are supported, and the ethical questions the advertisement raises. [6]

Question 10 [10]

Read the description of the two front pages given below and answer both parts of the question.

The material to be analysed is the way two newspapers of the same city handled the same event on the same morning. The event was a decision by the municipal corporation to close a sixty year old vegetable market in the centre of the city and move the traders to a new site on the outskirts.

The first newspaper is an English language daily read largely by the professional class. Its front page carries the story in the second position, below a report on the state budget, under a single column heading of five words which uses the word relocation. The report runs to about four hundred words. It opens with the decision, the date on which the move is to take place and the number of traders affected. The second paragraph gives the corporation's reasons, which are congestion, the condition of the old building and the plan for a parking facility on the site. The third and fourth paragraphs quote the municipal commissioner at length. The fifth paragraph reports in one sentence that the traders' association has objected, and the sixth notes that the association has asked for a meeting. There is no photograph with the report, and a note at the end directs the reader to a longer article on the editorial page about the city's traffic.

The second newspaper is a daily in the language of the state, with a much larger circulation in the older parts of the city. It carries the story as the lead, across the full width of the page, under a heading of three words which uses the word uprooted. The report runs to about seven hundred words. It opens with a trader named in the first line, a man said to be the third generation of his family in the market, and with what he said when he heard the news. The next several paragraphs describe the market, its age, the number of families that depend on it and the distance of the new site from the nearest bus route. The commissioner's reasons appear in the eighth paragraph, in two sentences, followed by the observation that the corporation had given a similar undertaking about a fish market four years earlier which has not been carried out. Beside the report is a photograph of the market in the early morning with the caption Sixty years, and a boxed item listing the names of six traders and the years their families have held their stalls. At the foot of the page a line invites readers to send their views by a messaging number.

- (a) Identify the readership each of the two newspapers is addressing, and state two features of its treatment of the story by which you identify it. [4]
- (b) Compare the two treatments of the same event, examining the news values each paper has applied, the effect of the choices of position, heading, length, structure and photograph, and what the comparison shows about objectivity in news reporting. [6]

ANSWER KEY AND MARKING SCHEME

The answers printed here are models and not the only acceptable wording. Accept any answer that is accurate, relevant and expressed in the candidate's own words, and accept a correct example from the media of any country in place of the one given. Marks shown in the marking lines are the step marks an examiner would award. In Section C the candidate is being marked on the quality of the analysis and on the use made of the material described, not on agreement with the reading given here, and a well argued alternative reading that is grounded in the detail of the material should be credited fully.

Question 1 [12]

- (i) (b) decoding. The receiver converts the signal he has received back into meaning, using his own language, knowledge and experience, which is why the meaning decoded need not be the meaning the sender encoded.
- (ii) Feedback, the response that travels back from the receiver to the sender and tells him whether and how the message was received.
- (iii) (c) noise. It covers anything that distorts or obstructs the message, whether physical noise such as a bad line, mechanical noise such as a printing fault, or semantic noise arising from words the receiver understands differently.
- (iv) The gatekeeper, a function performed in practice by the editor, the news editor and the sub editors through whose hands copy passes.
- (v) (b) the inverted pyramid. The most newsworthy facts go into the first paragraph, which answers who, what, when, where, why and how, and the remaining detail follows in descending order of importance, so that the story can be cut from the bottom without losing anything essential.
- (vi) The dateline is the line at the head of a report giving the place from which the report was filed, and in many papers the date as well, so that the reader knows where the correspondent was when he wrote it.
- (vii) (a) a phone-in programme. Listeners telephone the studio and are put on air with the presenter or a guest, which makes the broadcast two way and supplies immediate feedback.
- (viii) Community radio, a low power local service licensed to an educational institution or a registered community organisation and run largely by and for the community it covers.
- (ix) (c) the copy platform or unique selling proposition. It is the single claim or benefit the advertisement is built around, chosen because it distinguishes the product from its competitors and matters to the buyer.
- (x) The press release, also called a press note or a news release.
- (xi) (d) user generated content. It is produced and uploaded by the users of a platform rather than by professional media organisations, and it includes posts, photographs, videos, reviews and comments.
- (xii) Defamation, which is called libel when the statement is in a permanent form such as print or broadcast and slander when it is spoken.

1 mark for each correct part. No mark is deducted for a wrong option, and a one-line answer that carries the correct idea gains the mark even if it is loosely worded.

Question 2 [8]

- (i) Interpersonal communication takes place between two people or within a small group who are present to one another, so the audience is small and known, the exchange is two way, feedback is immediate and visible, the message can be adjusted in the middle of it, and the whole of it may be informal and unplanned. Mass communication is addressed through a technical medium to a large, scattered and heterogeneous audience whom the sender does not know and cannot see. It is produced not by one person but by an organisation at a cost, the message is identical for everyone who receives it, feedback is delayed, indirect and partial, and the audience can choose to attend or not.

Interpersonal communication described, with its small known audience and immediate feedback 1. Mass communication described, with its large scattered audience, its institutional source and its delayed feedback 1.

- (ii) A news report sets out what happened. It is expected to be factual and impartial, it keeps the writer's own opinion out, it attributes every statement of opinion to the person who made it, and it usually carries a byline or a news agency credit. An editorial sets out the newspaper's own opinion on a matter of the day. It argues a

case and recommends a course of action, it is unsigned because it speaks for the paper and not for an individual, and it appears in a fixed place on the editorial page rather than among the news. A further difference is in the structure, the report being written in the inverted pyramid so that it can be cut from the bottom, while the editorial is built as an argument that must be read to its conclusion.

The news report described as a factual and impartial account keeping opinion out 1. The editorial described as the paper's own opinion, unsigned and placed on the editorial page 1.

- (iii) Radio reaches people who cannot read, since it requires nothing of its listener but attention, and literacy is still uneven in rural India. It is also the cheapest of the media at both ends: a set costs little and needs no subscription, and a transistor or a mobile handset runs on batteries where the power supply fails for hours at a time. It is portable, so it is listened to in the field, on a cycle and at work in a way that television and the newspaper cannot be. It broadcasts in the language and often the dialect of the locality, and community radio in particular carries matter about local prices, weather, health and schemes that no national medium would carry. In a flood, a cyclone or a failure of the power supply it is often the only medium still working.

Reaches listeners regardless of literacy, with cheapness or independence of the power supply 1. Any second reason, such as portability, local language and local content, or reliability in an emergency 1.

- (iv) Advertising is space or time bought by the advertiser in a medium, so the advertiser controls what is said, how it is said and when and how often it appears, the material is identified as an advertisement, and the medium carries it because it has been paid to. Publicity is coverage an organisation obtains in the editorial part of a medium without paying for it, by giving journalists something they judge worth reporting, so the organisation controls neither the wording nor the placing nor whether it appears at all, and the item may well be unfavourable. The compensating advantage is credibility, since a reader discounts an advertisement as a paid claim but treats a news report as the judgement of the paper, which is why public relations work values publicity highly.

Advertising described as paid for and controlled by the advertiser 1. Publicity described as unpaid editorial coverage not controlled by the organisation, with the point about greater credibility 1.

Question 3 [10]

- (a) The elements of the communication process are the source or communicator, the message, encoding, the channel or medium, the receiver or audience, decoding, feedback and noise, to which the context or situation in which the exchange takes place is often added. The source is the person or organisation in whose mind the message begins and who decides what is to be communicated, to whom and with what purpose, and the credibility the audience allows him largely decides whether the message is accepted at all, which is why the same statement carries differently from a doctor and from an advertiser. The channel is the means by which the encoded message is carried to the receiver, whether that is the air carrying speech, print, radio, television or a digital platform, and the choice of channel shapes the message as much as it conveys it, since each channel has its own reach, its own cost, its own speed and its own demands, so that a message designed for the printed page does not survive being read out and a message designed for a screen loses its point on radio.

The elements named 1. The first chosen element explained, with a point about its effect on the communication 1. The second chosen element explained, with a point about its effect 1.

- (b) A barrier to communication is anything that prevents a message from reaching the receiver as the sender intended it, so that the exchange fails wholly or in part, and barriers may arise at the sender, in the message, in the channel or at the receiver. Physical and mechanical barriers lie in the surroundings and in the apparatus, such as noise in a hall, a weak signal, a power failure, poor printing or a broken line, which is why a public meeting in the open at a busy crossing loses half of what is said. Semantic and linguistic barriers lie in the words themselves, such as the use of a language the audience does not know, technical vocabulary, jargon and abbreviations, and words that carry a different sense for the receiver than for the sender, so that an official circular written in administrative English is not understood by the people it is addressed to although every word of it is legible. Psychological and personal barriers lie in the people, such as inattention, prejudice against the speaker, a closed mind on the subject, fear of the person addressed, emotion at the moment of the exchange, and the tendency to hear what one expects to hear, which is why an audience that has decided

the speaker is not to be trusted takes nothing from the best argued address. Other barriers worth crediting are cultural barriers, where a gesture, an image or a form of address means something different to the receiver; organisational barriers, where a message is distorted as it passes down a long chain of command; and selective exposure, where the audience simply avoids the message.

Barrier to communication defined 1. Two kinds of barrier described with an example 1. A third kind of barrier described with an example 1.

- (c) The agenda setting function of the mass media is the proposition that the media do not so much tell people what to think as tell them what to think about. By their choice of what to report, what to leave out and how much prominence to give to each item, the media make some issues salient in the public mind and leave others unnoticed, so that the issues the public regards as the important ones of the day correspond closely to the issues the media have given most space and time to. The claim is about the agenda of public attention rather than about opinion on any issue. It operates through a series of editorial choices, each small and defensible in itself. The gatekeepers select from far more material than can be carried; the selected items are then ranked, so that one goes on the front page under a large heading and another appears as four lines on page eleven; the item is repeated over days or dropped after one appearance; it is given pictures or not, placed first in the bulletin or last, and framed as a crisis or as a routine development. The audience, having no independent means of judging how important a national issue is, infers importance from this treatment, and politicians and officials in turn respond to what the public is seen to be concerned about, which produces further coverage. Two criticisms that have been made of the theory are, first, that it understates the audience and the direction of causation. People are not blank recipients of a media agenda, since they bring their own experience and interests, attend selectively, and may force an issue on to the media agenda rather than receive it from it, and the correlation the research found may show the media following public concern as much as leading it. Second, that the theory was built on a media situation that has largely gone. It assumed a small number of mass channels delivering a common agenda to a general audience, whereas the audience now chooses among innumerable sources and is served by algorithms that construct a different agenda for each person, so there is no single agenda to be set. Other criticisms worth crediting are that the effect is strongest only for issues of which the audience has no direct experience and weak for those it meets in its own life; that the theory is difficult to test for causation; and that it says nothing about who sets the agenda of the media themselves, which the political economy critique treats as the real question.

The agenda setting function explained as the media determining what the public thinks about rather than what it thinks 1. How it operates, through selection, prominence, repetition and framing 1. The first criticism, understating the active audience or the direction of causation 1. The second criticism, such as the fragmentation of the audience and of the agenda in the digital media, or the limitation of the effect to issues outside direct experience 1.

Question 4 [10]

- (a) Verbal communication is communication through words, whether spoken or written, and it is the means by which precise, complex and abstract matter is conveyed, since words can state a condition, a quantity, a negative and a reference to something absent, which no gesture can. Non verbal communication is everything else that carries meaning in an exchange: facial expression, eye contact, gesture, posture, the distance kept between people, touch, appearance and dress, and the qualities of the voice itself, that is its tone, pitch, speed, emphasis and the pauses in it, together with silence. It is largely continuous, much of it is not under deliberate control, and audiences rely on it heavily in judging sincerity. The non verbal may contradict the verbal in several ways. A speaker may say that he is delighted to be present while his expression is flat, his eyes are on his papers and his voice is without inflection, and the audience believes the manner rather than the words. A speaker may give an assurance while his hesitation, the rising pitch at the end of the sentence and his restless hands suggest that he does not believe it himself. A spokesman may announce that there is no cause for concern while arriving in haste, surrounded by officials and reading from a prepared paper, and the circumstances carry the opposite message. Where the two conflict the audience generally trusts the non verbal, because it is harder to manage, and the contradiction is what makes a performance appear insincere even when the audience cannot say why.

Verbal communication defined as communication through words, spoken or written 1. Non verbal communication defined, with three or more of its channels including the qualities of the voice 1. Two ways in which the non verbal may contradict the verbal, with the point that the audience generally trusts the non verbal 1.

- (b) First, the media inform and survey the environment. They gather and distribute news of what is happening in the locality, the country and the world, including warnings of danger such as a storm or an epidemic, and the practical information people need to conduct their lives, such as prices, timings, results and appointments. A society of any size cannot know itself without this, since nobody can be present at more than a fraction of what concerns him. Second, the media interpret and prescribe. Through editorials, commentary, analysis and the arrangement of the news itself they set events in a context, explain what they mean, assign importance among them and recommend what should be done, so the audience is given not only the facts but a framework in which to hold them. Third, the media transmit culture and socialise. They carry a society's language, history, values, conventions and ways of behaving from one generation to the next and from one group to another, so that a child and a newcomer learn a great deal of what the society expects from what they read and watch. A fourth function is entertainment, which accounts for most of the content of most media and for most of the audience's use of them, and which also carries the other functions within it. A fifth is the mobilisation of people for a common purpose, as in a campaign on immunisation, literacy or voting. A sixth, often listed separately, is the watchdog function, by which the media keep a check on those in power by exposing what they would rather conceal, which is why the press is spoken of as an estate of the realm.

First function, informing and the surveillance of the environment 1. Second function, interpretation, commentary and the assigning of importance 1. Third function, such as the transmission of culture and socialisation, entertainment, mobilisation or the watchdog function 1.

- (c) The hypodermic needle theory, also called the magic bullet theory, held that a media message passes directly and uniformly into a passive audience, like a drug injected into a body, and produces in everybody who receives it the effect the sender intended. The audience was conceived as a mass of isolated individuals without defences, the message as all powerful, and the effect as immediate, strong and the same for all, so that propaganda was thought capable of converting a population at will. The view gained currency between the wars from the apparent success of wartime propaganda, from the growth of advertising and from episodes such as the panic attributed to a radio drama. Later research held it to be inadequate on several grounds. Studies of election campaigns found that media exposure mostly reinforced the views people already held and converted very few; that people attend selectively, choosing what agrees with them, and remember and interpret selectively as well; that the effect of a message is mediated by the groups a person belongs to and by opinion leaders within them, so that influence travels in two steps rather than one; and that audiences differ so much in age, education, interest and circumstance that no message produces a uniform effect. The theory also rested on little direct evidence and described the audience in a way that observation did not support. The uses and gratifications approach turns the question round. Instead of asking what the media do to people, it asks what people do with the media, treating the audience as active and purposive. On this view members of the audience are aware of their own needs, choose among media and content to satisfy them, and can say why they made the choice. The gratifications sought are classified as information and surveillance, personal identity, that is finding models and confirming one's own values, integration and social interaction, that is material for company and conversation, and diversion, that is escape and emotional release. It differs from the hypodermic needle view in nearly every particular: the audience is active rather than passive, it selects rather than receives, the same content serves different people differently, the audience's needs rather than the sender's intention determine the effect, and the power in the relation lies substantially with the audience, which can simply turn away.

The hypodermic needle theory stated, with its passive audience and uniform powerful effect 1. Why later research found it inadequate, with selective exposure, reinforcement rather than conversion, or the two step flow 1. The uses and gratifications approach described, with the question reversed and two or more of the gratifications named 1. How it differs from the hypodermic needle view, with the active and selective audience 1.

Question 5 [10]

- (a) The newspaper press in India began in Calcutta in the last quarter of the eighteenth century, under the East India Company's rule and not under any Indian initiative. The first paper was the Bengal Gazette, also called

Hicky's Gazette, started by James Augustus Hicky, which described itself as a weekly political and commercial paper open to all parties but influenced by none. Its circulation was small and its readership was the European community of the city, but it attacked the Governor General and the senior officials of the Company so freely that Hicky was prosecuted, imprisoned and his press confiscated, and the paper was closed within two years. Other English papers followed in Calcutta, Madras and Bombay, most of them run by Europeans for Europeans and most of them short lived. The conditions of the time were hostile to a press of any independence. There was no right to publish, the Company treated criticism as a threat to its authority, and editors could be deported, their papers suppressed and their presses seized, so a succession of regulations required papers to be submitted before publication or to be licensed, and censorship was imposed and relaxed as the government of the day judged fit. The Indian language press began some decades later, with papers in Bengali and in other languages, and with it the press ceased to be an organ of the European community alone.

The press beginning in Calcutta under Company rule, with the Bengal Gazette and Hicky named 1. The fate of the paper and the character of the early press as European run and short lived 1. The conditions of licensing, censorship and suppression, with the later appearance of the Indian language press 1.

- (b) The press was one of the principal instruments of the national movement, and for much of the period the leading nationalists were themselves editors. Its first service was to create a public opinion where none had existed, by carrying the same argument to readers in different provinces, explaining the working of British rule and its economic effects, and giving the educated Indian a vocabulary of rights and self government. Its second was organisation: a paper announced meetings, published resolutions, reported the Congress sessions and the campaigns, raised funds and told readers in one province what was happening in another, which is how a movement was held together across a subcontinent without any other means of mass communication. Its third was the creation of leadership, since an editor who argued a case week after week became a national figure. Two examples may be given. Bal Gangadhar Tilak conducted Kesari in Marathi and the Mahratta in English, used them to carry the demand for self rule to a readership far beyond the English educated class, and was twice tried for sedition for what he wrote, his imprisonment itself becoming a national event. Mohandas Gandhi edited Young India and Navajivan, and later Harijan, using them to explain satyagraha and the discipline it required, to instruct workers in the conduct of a campaign and to argue his social programme, and he refused advertising in them so that they should not depend on anybody. Other examples worth crediting are the Amrita Bazar Patrika, which changed to English overnight to escape the Vernacular Press Act; Gopal Krishna Gokhale and his association with the Indian press; Lala Lajpat Rai, Motilal Nehru's Independent, Maulana Azad's Al-Hilal, and the long list of papers suppressed and editors imprisoned under the press laws, which is itself evidence of the part the press played.

The creation of public opinion and of a national political vocabulary 1. The organisational service of the press, carrying news of the movement between provinces 1. Two examples of nationalist editors and their papers 1.

- (c) Broadcasting in India began in the nineteen twenties with amateur radio clubs in Bombay, Calcutta and Madras and a short lived private company, which failed, after which the government took the service over and in due course it was named All India Radio. It remained a state service, financed from licence fees and from the public revenue, and after independence it was used deliberately for national integration, education, agricultural information and the support of the development plans, broadcasting in a great number of languages from stations all over the country, and later adding a commercial service of light entertainment. Television began much later, as an experimental service in Delhi, spread slowly through the nineteen seventies, and was given a great push at the beginning of the nineteen eighties when a national network, colour transmission and a satellite based system of relay stations brought a single channel within reach of the greater part of the population. For some years that channel, with its weekly serials and its evening news bulletin, had the entire national audience to itself. Satellite television arrived at the beginning of the nineteen nineties, carried into homes by cable operators, and the number of channels went from one to dozens and then to hundreds within a decade, with news channels in English and in the Indian languages, entertainment channels, sport and foreign services. The position of the state broadcaster was altered completely. It lost its monopoly of the air and with it the certainty of its audience, and had to compete for viewers with channels that were quicker, more lavish and not obliged to carry anything in the public interest. Its news, which had been the

only television news and had followed the government's view of events, was now set beside bulletins that did not, and its credibility suffered by the comparison. It was in part reconstituted as an autonomous corporation in response, and it found itself holding a public service remit, in languages and regions that no commercial channel would serve, while its commercial rivals took the paying audience. One consequence for the viewer was a great widening of choice and of the range of what could be said and seen, with news from more than one quarter and the arrival of live coverage, so that an event could be followed as it happened rather than in a bulletin prepared for the evening. A second, worth crediting, is the cost of that choice: competition for ratings has pushed news towards speed, sensation and opinion, the viewer must now judge among sources that are themselves interested parties, and the languages and regions that do not pay are served thinly.

The beginnings of radio, the taking over of the service by the state, and the use of All India Radio for integration and development 1. The growth of television, from the experimental service to the national network of the nineteen eighties 1. The arrival of satellite television and the loss of the state broadcaster's monopoly, audience and credibility, with its public service remit 1. One consequence for the viewer, the widening of choice and the arrival of live news, or the cost of competition for ratings 1.

Question 6 [10]

- (a) News, for the purposes of journalism, is a timely report of an event, a development or an idea which is of interest or importance to the audience a particular publication serves, and which that audience did not already know. It is not simply whatever has happened, since most of what happens is never reported, nor is it whatever is true; it is what a news organisation judges its readers need or want to know, which is why the same event is news in one paper and not in another, and why news is best described as the product of a judgement rather than as a thing existing in the world. The factors that make an event newsworthy are timeliness, that is how recently it happened; proximity, that is how near it happened to the reader; prominence, that is whether well known people or institutions are involved; consequence or impact, that is how many people it affects and how seriously; conflict, which covers war, crime, politics, litigation and sport; human interest, that is whether it engages the reader's feelings; novelty, oddity and the unexpected; and currency, that is whether the subject is already a matter of discussion. To these are usually added magnitude, the availability of pictures, and continuity, since a story already running is more likely to be carried further.

News defined as a timely report of interest or importance to the audience served, with the point that it is the product of a judgement 1. Four or more news values named 1. A further three or more news values named 1.

- (b) The lead, or intro, is the opening of a news report, usually its first paragraph and sometimes its first sentence, and it carries the heart of the story. It states what has happened and the single most newsworthy element in it, answers as many of the questions who, what, when, where, why and how as can be carried without choking the sentence, and is written so that a reader who stops there has the essential facts. It is the most important part of the report, because it decides whether anything further is read at all, and it is accordingly written last by many reporters, once they know what the story actually is. Three faults commonly found in a badly written lead are, first, that it is overloaded. The writer tries to put every one of the six questions, two names, a designation, a date and a place into one sentence of sixty words, and the result cannot be read at a single pass, so the most newsworthy fact is buried in the middle of it. Second, that it buries the news altogether, beginning with the circumstances instead of the event, so that the report opens with a meeting having been held, a function having been inaugurated or a speech having been delivered, while the thing that was actually decided or disclosed appears in the fourth paragraph. Third, that it begins with the apparatus rather than the substance, opening with an attribution, a designation or a quotation, as in a long official title followed by the words said yesterday, or opening with a question, a quotation or a general reflection on human affairs. Other faults worth crediting are a lead that contains the writer's opinion or an unattributed claim; one written in the official language of a press release rather than in plain words; one that promises more than the report delivers; and one that is simply not accurate about the story that follows it.

The lead defined as the opening paragraph carrying the most newsworthy element and the essential facts 1. First fault, the overloaded lead 1. Second and third faults, such as burying the news behind the circumstances and opening with attribution or designation 1.

- (c) A news report gives an account of a recent event. Its purpose is to inform, it is written to be read quickly and may be cut from the bottom, it is tied to the day's events and loses value as they recede, and the writer's own

opinion is excluded altogether, every judgement in it being attributed to a named source. A feature is a longer article which is not tied to the day. Its purpose is to explain, to describe or to interest, it takes a subject rather than an event, it may be built on any structure the writer chooses and is meant to be read continuously, and it draws on observation, interview, background and detail. The writer's presence and selection are visible in it, and he may interpret and convey an attitude through what he chooses to show, but he does not editorialise and the matter remains reported rather than asserted. A column is a signed, regular piece by a named writer, appearing in a fixed place at a fixed interval. Its purpose is to comment, and the writer's opinion is the substance of it rather than an intrusion into it, so that the reader comes for the writer's view and the writer's voice and is entitled to argument, judgement, prediction, humour and persuasion. The three therefore stand in a graded relation on the use of opinion: in the report it is excluded, in the feature it is implicit in the selection and the telling, and in the column it is the point. A newspaper keeps the three visually distinct on the page, by placing columns and comment on the editorial and opinion pages, by setting features in a different type and layout with the writer's name and often a photograph, and by labelling pieces as opinion or analysis, because the reader's trust depends on knowing which he is reading. A reader takes a report as the paper's statement of fact and holds the paper to it, whereas he takes a column as one writer's view. If the two are presented alike, opinion is received as fact, the paper is understood to be asserting what it has only published, and the credibility of its reporting is damaged. The same principle requires paid content to be marked as advertisement, and the blurring of these distinctions is a standing complaint against the modern press.

The news report described, with its purpose, its structure and the exclusion of the writer's opinion 1. The feature described, with its purpose and the writer's visible selection 1. The column described, with opinion as its substance 1. Why the three are kept visually distinct, with the reader's trust and the risk of opinion being taken as fact 1.

Question 7 [10]

- (a) Public service broadcasting is broadcasting conducted for the benefit of the public as a whole rather than for profit or for the state, financed by a licence fee, a public grant or some arrangement that insulates it from both advertisers and the government of the day, and accountable to the public through a charter or statute. Its justification is that the air is a public resource and that there are things an audience needs which no commercial broadcaster has a reason to supply. Two obligations it places on a broadcaster are, first, universality: it must serve the whole population and not the paying or the profitable part of it, which means transmitting to remote and sparsely peopled areas, broadcasting in minority languages, and providing for audiences of every age, region and interest, including those too small to interest an advertiser. Second, impartiality and accuracy in news and in the treatment of controversial matters, which requires it to give a fair hearing to opposing views, to separate fact from comment, and to be independent of the government that funds it, of political parties and of commercial interests. Other obligations worth crediting are a duty to educate and inform and to maintain a range of programming including children's programmes, drama, the arts, science and minority interests regardless of their ratings; a duty of quality and of the development of the country's culture and languages; accountability to the public, and in particular the obligation to publish its complaints procedure and to correct its errors; and a duty of restraint in matters of taste, decency and the protection of children.

Public service broadcasting defined, with its funding and its independence of profit and of the state 1. First obligation, universality of service 1. Second obligation, impartiality and accuracy, or any other sound obligation such as range of programming or accountability 1.

- (b) First, radio is heard once and cannot be re-read, so writing for it has to be instantly clear. The listener cannot go back over a sentence he has missed, cannot see a punctuation mark and may be doing something else while he listens, so sentences are kept short and of simple construction, one idea to a sentence, with the subject early and the main clause before the qualifications; figures are rounded and few; names and designations are given in the order a listener can absorb, with the designation before the name; and anything essential is repeated, which in print would be a fault. Second, radio is written for the voice and the ear. The copy is written to be spoken, so the writer uses the rhythms of speech, contractions, the present tense and the active voice, reads his copy aloud to find the places that cannot be said in one breath, avoids tongue twisters, sibilants and words that sound like other words, marks pronunciations, and attends to the sound of the thing

as much as to its sense. Print, by contrast, uses the eye and can rely on spelling, punctuation and a formal written register. Third, radio has no visual dimension and must carry by sound alone what print carries by layout and photograph. The page offers headings, subheadings, paragraphing, type size, position and pictures, by which the reader grasps what is important before he reads a word, and he can choose what to read and in what order. On radio the items come in a fixed order at a fixed speed, so importance has to be signalled by placing, by the time given and by the words themselves, and a scene or a document has to be described in words or conveyed through actuality sound. A fourth difference worth crediting is in the structure: a print story written in the inverted pyramid can be cut from the bottom, while a radio script is timed to the second and has to be written to its length, and a radio item carries its attribution before the statement rather than after it.

First difference, the single hearing requiring instant clarity, with short simple sentences and repetition 1. Second difference, writing for the voice and the ear 1. Third difference, the absence of the visual dimension that layout and photographs supply in print, or the differences of structure and timing 1.

- (c) A television news bulletin is a programme of fixed duration, transmitted at an appointed hour, in which the news of the day is presented in a planned sequence of items by one or more presenters in a studio, combining the presenter to camera, reported packages carrying pictures and recorded speech, live reports from correspondents in the field, interviews, graphics and headlines. It is put together in stages. The material is first gathered: the assignment desk allots reporters and crews to the day's known events, correspondents and stringers file from elsewhere, agency feeds and video from other broadcasters come in, and footage sent by the public is received and checked. The editorial meeting then takes place, at which the bulletin is planned, the items are selected and placed in order, the lead is decided, the time to be given to each item is settled and the form each is to take is fixed. The material is then written and produced: the reporter writes his script and records the commentary, the picture editor cuts the package to the script, graphics are prepared, captions and names are made ready, and the presenter's links and headlines are written by the script writers and checked by the editor. The running order is drawn up in detail, timed item by item, and entered into the system that the gallery and the presenter will work from. The rehearsal and the checks follow, with the facts, names, figures and pictures verified, the legal position checked where a report touches a court case or an individual's reputation, and the technical links to the field tested. The bulletin is then transmitted, directed from the gallery, and the running order is altered during transmission as a story develops, an item fails or a live link is lost, items being dropped or extended to hold the bulletin to its time. Afterwards the bulletin is reviewed and the material archived. One pressure that live television places on accuracy is the demand to be first and to keep talking. A developing story is on air before anything is confirmed, the channel is reluctant to leave the picture while a competitor holds it, and a reporter at the scene is asked to fill minutes with whatever is being said around him, so that rumour, early casualty figures, the identity of persons involved and the cause of an event are broadcast before they have been checked, and a correction later carries nothing like the weight of the original statement. The same pressure encourages speculation presented in the tone of information, and the use of pictures whose origin has not been established.

A television news bulletin defined, with its elements, the presenter, packages, live reports and graphics 1. The gathering of material and the editorial meeting at which items are selected, ordered and timed 1. The writing, production, running order and checks, and the direction of the transmission with alterations as it runs 1. One pressure live television places on accuracy, the demand for speed and the need to fill air time before facts are confirmed 1.

Question 8 [10]

- (a) New media is the term for the forms of communication that are digital, carried over computer networks and consumed on connected devices, which include websites, online editions, social platforms, messaging services, search engines, streaming video and audio, podcasts, blogs and applications, as distinct from the printed page and the broadcast signal. The content may be of any kind, and what makes the medium new is not the matter but the way it is produced, distributed and used. Two features that distinguish it from the older mass media are, first, interactivity and the collapse of the distinction between producer and audience. The older media were one to many and the traffic ran one way, with the audience able to do little but receive, choose or stop; on a digital platform every receiver is also a potential publisher, able to comment, share, reply,

rate and originate, so that user generated content forms much of what is consumed and the audience participates in distribution. Second, the end of the fixed schedule and of the single identical message. Broadcast and print delivered the same content to everybody at a time the medium chose, whereas digital content is available on demand, at the user's convenience, and is personalised, so that two users of the same service are served different material by an algorithm, and the content itself can be updated or withdrawn after publication. Other features worth crediting are convergence, by which text, sound, still and moving pictures are carried in one medium and on one device; the very low cost of entry and of distribution, which allows an individual to reach an audience that once needed a corporation; hypertextuality and the non linear path a user takes through content; the global reach of a local publication; the measurability of the audience in detail and in real time; and the absence of the editorial gatekeeping and of the regulation that governs print and broadcasting.

New media defined as digital content carried over networks, with examples 1. First distinguishing feature, interactivity and the audience as producer 1. Second distinguishing feature, on demand and personalised delivery in place of a common schedule and a single message, or any other sound feature 1.

- (b)** Misinformation is false or misleading information that is circulated without the intention to deceive, by a person who believes it to be true or has not troubled to find out, as when somebody forwards an alarming message about a medicine or a public safety matter in good faith. Disinformation is false or misleading information created and circulated deliberately in order to deceive, usually for a political, commercial or personal advantage, as in a fabricated quotation attributed to a leader, a doctored video or a coordinated campaign of false accounts. The two may be identical in content and differ only in the intention behind them, and a piece of disinformation becomes misinformation as it is passed on by people who have been taken in by it. Two ways in which a reader may check a claim met on a social platform are, first, to go to the source. Before believing or forwarding anything, look for who is making the claim and whether anyone else of standing is reporting it. A development of any consequence will be carried by established news organisations, and an official matter will appear on the official website or handle of the body concerned, so a claim that exists only as a forwarded message, a screenshot or a video with no identifiable origin is to be treated as unproven. The account that posted it should be examined for its age, its history and whether it is what it claims to be. Second, to check the material itself. A photograph or a video can be put through a reverse image search, which commonly shows that the picture is years old or was taken in another country and has been attached to a new story; a quotation can be searched for in the words quoted, which will find the original if it exists; the date on the item should be checked, since an old report recirculated as current is among the commonest forms of misinformation; and the claim can be looked for on the recognised fact checking sites. A reader should also notice the signs that a message has been built to be forwarded rather than to inform, such as an urgent instruction to share it immediately, a claim that the media are suppressing it, strong emotional language, no named source, no date and poor spelling.

Misinformation defined as false information circulated without intent to deceive 1. Disinformation defined as false information created and spread deliberately to deceive, with the relation between the two 1. Two ways of checking, going to the source and to established reporting, and checking the material by reverse image search, the date or a fact checking site 1.

- (c)** Media ethics is the body of principles and professional standards by which people working in the media judge what they ought and ought not to do, as distinct from what the law compels or permits. It covers truth and accuracy, the verification of facts before publication, the correction of errors, fairness to the people written about and the right of reply, the independence of the journalist from those who would influence him, the separation of editorial matter from advertising, the avoidance of harm, respect for privacy, the protection of sources, and the refusal of inducements and of conflicts of interest. Much that is ethically wrong is perfectly lawful, which is why the matter is dealt with by codes of conduct and by press councils rather than by the courts alone. In reporting a continuing criminal investigation a journalist owes several obligations at once. He must report what is established and attribute what is not, distinguishing clearly between what the police have charged, what they have told him unofficially and what he has inferred, and he must not present a suspicion as a finding. He must remember that a person who has been arrested or questioned has not been convicted, must avoid language that assumes guilt, and must not conduct a trial in his columns, since a case decided in the newspapers prejudices the trial and may itself be a contempt of court. He must take care over what he

publishes about the evidence, the witnesses and the accused's history, must protect the identity of a complainant in a sexual offence and of any child involved, and must not publish material that would obstruct the investigation or endanger anybody. He must be as prompt and as prominent in reporting an acquittal or the dropping of a charge as he was in reporting the arrest, which is where the press most often fails. And he must resist the pressure to stay ahead of his competitors with unverified detail supplied by interested parties. The right to privacy of a person who is not a public figure deserves particular care because he has not accepted public scrutiny and there is no public interest in his affairs to be set against it. A minister's conduct of his office, or a company chairman's dealings, may properly be examined because the public has an interest in how power and money are used, and such people have taken on that exposure with the position. A bystander, a victim, a neighbour, a witness or a relative has done nothing of the kind. He has no machinery for replying, no spokesman and no means of correcting what is said, and the consequences of publication fall on him with a weight a public figure does not feel: his name and face go into a permanent and searchable record, his family, his employment and his safety may be affected, and the harm cannot be undone by a correction printed afterwards. The test is therefore whether there is a genuine public interest in the particular detail, and not merely whether the public would be interested in it, and where the subject is a private person the journalist should ask for consent, should consider whether the identification adds anything the story needs, and should remember that grief, illness and misfortune are not public property.

Media ethics defined as professional standards distinct from what the law requires, with three or more of the matters it covers 1. The obligations in reporting an investigation, distinguishing charge from suspicion and avoiding the assumption of guilt or a trial by media 1. Further obligations, protecting complainants and children, not obstructing the investigation, and reporting an acquittal as prominently as the arrest 1. Why the privacy of a private person needs particular care, with the absence of a public interest and of any means of reply, and the test of public interest against public curiosity 1.

Question 9 [10]

- (a) The advertisement is addressed primarily to mothers of school going children, and more generally to the parent who buys the household's groceries, in an urban middle class and English reading home. The children in the picture are the users of the product, but they are not the buyers, and nothing in the material is aimed at persuading a ten year old. Two features identify the audience. First, the placing and the language: the advertisement has been bought in the Sunday edition of a national English newspaper, which is read at leisure by English educated urban adults and not by children, and the whole of the smaller text is written for an adult reader who weighs ingredients. Second, the claims chosen: no added sugar, made from real fruit and an endorsement by nine out of ten mothers are claims that answer a parent's anxieties about what a child is given to drink, and the third of them names the audience explicitly. A third feature worth crediting is the setting itself, a school playground at mid morning, which places the product in the part of the child's day the parent is not present for and so speaks to the parent's wish to control what is consumed in her absence; and a fourth is the reassurance of the small print, which exists for a reader who looks for it.

The audience identified as parents, and in particular mothers, of school age children in an urban English reading home 1. The point that the children shown are users and not buyers 1. First identifying feature, the medium and the language, or the adult register of the text 1. Second identifying feature, the claims chosen and the explicit reference to mothers 1.

- (b) The three parts of the advertisement are doing three different jobs, and they are arranged so that the reader meets them in a particular order. The photograph works first and works emotionally. It offers a scene a parent recognises and approves of, a safe school, a group of friends, an ordinary morning, and it attaches the product to that scene so that the drink is associated with a wholesome childhood rather than with its own contents. The composition is doing careful work. The pale treatment of everything else leaves the bottle as the only strong colour, so the eye is taken to it before the reader has read anything, and its position at the centre of the page makes it the fixed point of the picture. Three children laugh at something outside the frame while the fourth looks out at the reader, and that single meeting of eyes converts the picture from a scene being observed into an address to the reader. That it is a girl holding the bottle with both hands, as a younger child would, adds to the impression of innocence. The headline then works as a claim and as a piece of language. The only one with nothing to hide is a line about honesty rather than about the drink, and it operates by

implication: it does not say what is hidden or who hides it, but it invites the reader to supply the thought that other brands conceal something, which is a comparative attack made without naming a competitor and therefore without having to prove anything. The word only is a superlative claim of uniqueness with no stated basis. The smaller text then supplies the apparent substance. It offers three claims of quite different kinds and the reader is likely to take them as equally solid. No added sugar is a factual and checkable statement about the formulation. Made from real fruit is vague, since it says nothing about how much fruit, in what form or what else is present, and a drink made largely of water and juice concentrate would satisfy it. Nine out of ten mothers who tried it would buy it again sounds like evidence and is the weakest of the three: it is a survey of two hundred and forty respondents conducted by the company itself, as the small print concedes, with no information about who the respondents were, how they were chosen, what they were asked or how many were approached, and it reports a stated intention rather than a purchase. The support for the claims is therefore uneven, and the small print is where the advertisement is at its least frank. The line about naturally occurring fruit sugars qualifies the headline claim of no added sugar in a way that materially alters it, since a parent avoiding sugar for a child is concerned with the sugar in the drink and not with how it got there, and a fruit drink may carry a great deal of it. Putting that qualification in the smallest type on the page, at the opposite corner from the claim it qualifies, is a choice, and it is the choice that the headline about having nothing to hide most directly contradicts. The ethical questions follow from this. First, the advertisement makes a health related implication for a product consumed by children, and does so by suggestion rather than by statement, so that it gains the benefit of a health claim without taking responsibility for one. Second, the material qualification is disclosed in a form the ordinary reader will not read, which satisfies the letter of a disclosure requirement while defeating its purpose. Third, the endorsement claim dresses the advertiser's own small survey in the language of independent evidence, and codes of advertising practice require that such claims be substantiated and that the basis be made clear. Fourth, the headline disparages unnamed competitors by implication and cannot be substantiated. Fifth, there is the use of children in the picture, which is permitted but is held to require particular care, and the use of a playground setting can be read as associating the product with the school's approval. The advertisement is well made, and that is the difficulty: the photograph and the headline carry an impression the text cannot support, and the information that would correct the impression has been placed where it will not be found.

The photograph analysed, with the association of the product with a wholesome scene, the use of colour and position to centre the bottle, and the direct gaze addressing the reader 1. The headline analysed, with the implied disparagement of competitors and the unsupported claim of uniqueness 1. The three claims distinguished by how far each is supported, with the weakness of the real fruit claim and of the company's own survey 1. The small print and the sugar qualification identified as materially altering the headline claim 1. Two ethical questions raised, such as the health implication by suggestion and the burying of a material qualification 1. A further ethical question and a judgement, such as the endorsement presented as independent evidence, the disparagement of competitors, or the use of children and a school setting 1.

Question 10 [10]

- (a) The first newspaper is addressing an English educated urban professional readership, with no direct interest in the market as a place of livelihood and a considerable interest in the city as a place to be administered and driven through. Two features of its treatment identify that readership. First, the hierarchy and the framing: the market story is placed second, below the state budget, which tells the reader that the paper's audience regards fiscal policy as the more important matter, and the story is framed as an administrative measure, the heading using the word relocation, which is the language of the corporation and not of anyone being moved. Second, the sources and the structure: the report is built on the official account, with the decision, the date and the figures first, the corporation's reasons next and the commissioner quoted at length, while the people affected appear in a single sentence near the end, which is the shape of a story written for readers who want to know what the authority has decided. A third feature worth crediting is the cross reference to an editorial page article on traffic, which assumes a reader who will turn to comment on urban policy, and a fourth is the absence of a photograph, since the paper is not attempting to engage the reader's feelings. The second newspaper is addressing the population of the older parts of the city in its own language, among whom are the traders themselves, their customers and people whose own livelihoods are of the same precarious kind. Two features identify that readership. First, the position and the heading: the story leads the page across its full

width, and the heading is the three word word uprooted, which is the language of the people being moved and announces at once whose side the report is taken from. Second, the point of entry: the report opens not with the decision but with a named trader and the third generation of his family, which is a choice to make the story about particular people known to the readers rather than about a municipal order. A third feature worth crediting is the boxed list of six traders and the years their families have held their stalls, which is only of interest to readers who know the market, and a fourth is the invitation to send views by a messaging number, which assumes a readership that regards the paper as its own forum.

The first paper's readership identified as English educated urban professional, with one supporting feature 1. A second supporting feature of the first paper's treatment 1. The second paper's readership identified as the local language speaking population of the older city, including those affected, with one supporting feature 1. A second supporting feature of the second paper's treatment 1.

- (b)** The two papers had the same facts and produced two different stories, and the difference lies almost entirely in the news values applied and the choices that followed from them. The first paper has applied consequence and authority. What is newsworthy to it is that a public body has taken a decision affecting the use of land in the centre of the city, so the event is the decision, the authoritative source is the commissioner, and the measure of importance is the scale of the administrative change, which is why the budget outranks it. The second paper has applied proximity, human interest and continuity. What is newsworthy to it is that several hundred families known to its readers are to lose the place they work in, so the event is the loss, the authoritative witnesses are the traders, and the measure of importance is what the decision will do to people in the readers' own streets. The choices of presentation then carry those judgements into the reader's mind before a single fact is weighed. Position does the first part of the work: a story second on the page is a development, a story leading the page across its full width is the thing that has happened today, and most readers of either paper will carry away nothing but that impression. The headings do the next part, and the two words are the heart of the comparison. Relocation is an administrative noun, passive and without an agent, and it suggests an orderly transfer that has a reason behind it. Uprooted is a word taken from the language of trees and of displaced people, it carries violence and permanence, and it supplies an agent by implication. Both are defensible as descriptions of the same order, and neither is false, but a reader who has read one of them is in a different frame of mind from a reader who has read the other. Length and structure do the third part. Four hundred words against seven hundred is itself a statement of importance, and the order of the paragraphs decides what the reader takes to be the story and what the qualification, since in the inverted pyramid what comes last is what is cut and what is forgotten. In the first paper the objection of the traders is one sentence in the fifth paragraph, so the reader meets the corporation's case in full and the opposition as an afterthought; in the second the corporation's reasons appear in the eighth paragraph in two sentences, so the reader has already been given eight paragraphs of reasons to be against the decision before he learns what can be said for it. The second paper's recollection that an earlier undertaking about a fish market was not kept is the sharpest stroke in either report: it is a relevant and checkable fact, it is the kind of context a reader needs, and it has the effect of inviting the reader to disbelieve the corporation, which the first paper's readers are never given the chance to do. The photograph and the box complete it, since a picture of the market at dawn captioned Sixty years and a list of family names make an abstraction into a loss, while the first paper's bare column of type keeps the matter at the distance of policy. What the comparison shows about objectivity is that neither report need contain a false statement for the two to leave opposite impressions. Every sentence in both may be accurate and attributed, and the difference is produced by selection, placing, proportion, sequence, choice of source, choice of word and the presence or absence of a picture, none of which is a statement of fact capable of being true or false. Objectivity in the sense of a report free of any standpoint is therefore not available, because a report has to begin somewhere, quote somebody first and leave most things out, and those choices follow from what the paper believes its readers need to know. What is available, and what the two papers may fairly be judged against, is something more modest and more useful: accuracy in every particular, the attribution of claims to their sources, the inclusion of the other side's case in a place where it will actually be read, the separation of the paper's own opinion from its reporting, and transparency about the paper's own position. On that test each report has a weakness. The first has taken the official account as the account, and has treated the people most affected as a sentence; the second has given the authority two sentences in the eighth paragraph and has chosen its heading and its picture to produce a

feeling. A reader who had both papers before him would be better informed than a reader who had either, which is the practical argument for a plural press.

The news values applied by the first paper identified, consequence and authority, with the decision as the event 1. The news values applied by the second paper identified, proximity and human interest, with the loss as the event 1. The effect of position, length and the two headings, with the contrast between relocation and uprooted 1. The effect of structure and sequence, with the placing of the traders' objection and of the corporation's reasons, and the recollection of the earlier undertaking 1. The effect of the photograph, the caption and the box in making an abstraction into a loss 1. The conclusion about objectivity, that opposite impressions arise from selection and placing without any false statement, with the more workable standard of accuracy, attribution, fair inclusion of the other case and transparency 1.