1. **Communications media** refer to the channels or ways people communicate information to each other.

2. **Different Communication Media**

* E-mail
* Internet
* Mobile phone
* Television
* Radio
* Newspaper
* Brochure
* Magazine
* Books
* Billboards
* CD Roms
* Memory Sticks

**3. Advantage of Communication Media**

* Keep us up-to-date with the happenings around the world
* Gives information of current crisis (in your homeland and overseas)
* Entertainment -Music, and sports, video and computer games.
* Journalism- News and blogging.
* Public service announcements.
* Enrichment and education
* allow for intense long-distance exchanges between larger numbers of people (many-to-many communication via e-mail, Internet forums)
* your message can be send to the recipient at any time you want and can receive it minutes or seconds after sending it.

**Disadvantages of Communication Media**

* Lack of Context
* Technology has become a modus operandi of sorts, leading to cyber addiction.
* Subject to Electromagnetic and Other Interference
* Distraction from your dreams and ambitions.
* Lack of face to face interaction and presence

4. **News -** is the communication of selected information on current events which is presented by print, broadcast, Internet, or word of mouth to a third-party or mass audience.

**5. Different Factors in writing news:**

* audience
* distillation
* freshness
* substance
* easy access

**6. Elements of News**

* **Timeliness** - relates to the newness of facts. The more recent the event or situation, the more likely it is to be newsworthy.
* **Proximity** - simply refers to the nearness of the event. If it happens nearby it is usually of more interest (more newsworthy) than if it happens elsewhere.
* **Conflict** - involves tension, surprise, suspense and opposing forces.
* **Consequence** - This element refers to the importance of the event. How this event or news impact the readers / watchers.
* **Progress** - makes news, and whether it is local, national or international determines where and how it is reported.
* **Human Interest** – anything that appeals to the reader’s emotion.

**7. Traits of a Newscaster**

* Persistent: You keep pushing through, even when faced with tough obstacles.
* Team Player: You're able to listen, communicate, and work with tons of different people.
* Helpful: You always keep an eye out for what other people need.

**8. Lead** (or an intro) - is the beginning paragraph for a story. It is the hardest part to write as it sets the tone and introduces the reader to the rest of the story.

**9 – 10. Types of Lead and Example**

* **Descriptive lead** - A descriptive lead describes how an event happened rather than simply telling what the event is about.

*Example: BRIGHTON, England (UPI) -- Mrs. Pamela Bransden slowly counted five, snapped into a hypnotic trance, and gave birth to an eight-pound baby. It was as easy as that.*

*Today she relaxed at her home here, delighted that she has become Britain's first self-hypnosis mother.*

* **Quotation lead** - Quotes frequently are the essential documentation for a lead and should be used immediately after a paraphrase that summarizes them.

Example: *`I was furious that disreputable young man had the audacity to sit in my antique rosewood chair.''*

*That's how tiny, 82-year-old Louise Freeland today described her brush with a gun-toting escaped convict whom she talked into surrendering to Sheriff's officers.*

* **Question Lead** - Open with an interesting question that relates to the main idea.

Example: Have you ever wondered how you would survive if you found yourself alone in the wilderness? How would you defend yourself against predators? What would you eat? Where would you find water?

* **Personal lead** - It involves the use of the first person singular in the lead. Normally such a use is discouraged except for a columnist or such privileged writers.

Example: *(By Reg Murphy, while editor of the Atlanta Constitution, after being released by a kidnapper)*

*When the tall, heavy, garishly dressed stranger appeared at the door, it was clear this was trouble.*

*He said, ``I'm Lamont Woods,'' in a Southern accent quickened by exposure to speech patterns elsewhere.*

*I let him into my living room for a moment but hustled him out quickly because of the anxiety within him. My wife, Virginia, stayed out of sight but went to the window as we left and noted that he was driving a dark green Ford Torino. She tried for the licence plate but couldn't see it.*

* **Straight lead (or Summary lead)** - A good lead incorporates the inverted pyramid style with the most important facts first. It tells readers what they want to know in a creative manner.

Example: Twenty-eight passengers and a crew of four were killed last night when a single-engine plane crashed four miles south of Bloomington.

* **Punch lead** is a variation of summary lead.

Example: Two muskrats have taken over Holiday Pool, evading would-be capturers and forcing residents to look for other ways to survive the latest heat-wave.

* **Summary lead** - This answers the 5Ws of the story in one sentence and is usually the best choice for a news release.

Example: A Company is launching A Product at A Tradeshow taking place On A Date, in A Town, it was announced today. The journalist gets the all the facts and can make a decision about where it’s worthwhile to find out more.

**11. Feature Story** - is a special human interest story or article that is not closely tied to a recent news event. It goes into great detail regarding concepts and ideas of specific market interest.

12. News answer who, what, when, where, why and how. This means that the article answers the question:
 1.Who was involved.
 2. What happened.
 3. When the event occurred.
 4. Where the event happened.
 5. Why the event happened.
 6. How the event occurred.
A feature story is much more creative. It also tells about a news event, however in the beginning of the article there is a smaller creative story leading in to the main story that article addresses.

13. Categories:

* Color piece- Describing a scene and throw light on its theme(s).
* Fly on the wall - is a style of [documentary](http://en.wikipedia.org/wiki/Documentary)-making used in [filmmaking](http://en.wikipedia.org/wiki/Filmmaking) and [television production](http://en.wikipedia.org/wiki/Television_production).
* Behind the scenes - Similar to the above, but with the journalist a part of events.
* In disguise - Pretending to be another person
* Profile - An examination of a particular person. Will often include an interview.
* Full texts - Extracts from books or transcripts of interviews.

**15. Editorial** - an article in a newspaper or other periodical presenting the opinion of the publisher, editor , or editors.

**16. Purpose of Editorial**

* To allow the editors (people who proofread and choose which articles get in the paper) to express their opinions about something.
* To tell something that would not be discussed in a straight news story.

**17. Classification of Editorial**

* ***Editorial that Explain or interpret***: Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.
* ***Editorial that Criticize:*** These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
* ***Editorial that Persuade:*** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
* ***Editorial that Praise:*** These editorials commend people and organizations for something done well. They are not as common as the other three.

**18. Parts of Editorial**

* Introduction –statement of background that introduces the topic. Don’t assume the reader already knows the basics.
* Reaction -an opinion stating your position
* Facts/details - to support the opinions. The more verifiable facts and statistics, the more convincing.
* Conclusion - suggestions for dealing with the topic alternatives (crucial for editorials that criticize), direction, and restatement of writer’s position.

**19. Sports news** is in the sports section of a newspaper in which the sportswriter reports the scenes of sports, tournaments and games .

20. Straight news is the reporting of immediate events as they occur, the staple of daily newspapers and broadcast news. Because each story is only relevant for a short time, writing must be concise and without embellishment or excessive detail while sport news s reporting of sports events such as athletics, football, baseball, basketball, volleyball, handball, softball, tennis table tennis, boxing, swimming, gymnastics, archery, fencing, golf, squash, shooting, rowing.

**21. Different Sports Jargons**

In Football:

* carry the ball - To take charge, to assume responsibility
* drop the ball - To make an error, to miss an opportunity
* end run - an attempt to avoid or bypass opposition
* split the uprights - To successfully kick a field goal

In Boxing:

* come out fighting or come out swinging - To go immediately on the offensive
* down and out  - Lacking money or prospects
* down for the count; out for the count  - To be defeated. Refers to a boxer being knocked down
* gambit - A strategem or tactic
* glass jaw - Vulnerability, especially of a public figure, to destructive criticism
* have someone in your corner - To have the support or help of someone

Basketball:

# Airball - A shot that while aimed at the net, misses everything, including the backboard.

# Downtown - The portion of the court beyond the three point lines, it refers to the location of a shot

# Nothing But Net - When the shot goes directly into the net and does not touch the rim.

# Throwdown - Another term for a dunk

# Swish - When the shot goes directly into the net and does not touch the rim

# Paint - The interior of the free throw lane; the alley leading to the basket.

# Baseball:

# Can of corn - A fly ball that should be caught easily

# Dinger - When the ball leaves the park; a home run

# Ground Ball - A hit that quickly reaches the ground and then rolls

# Roll a Pair - Turning a double play

# The Hook - Removing one pitcher and replacing him with another

# 22. Requirements in sports writing:

# Have a strong lead.

# Write clearly and concisely.

# Know the context.

# Give the major play-by-play.

# Use quotes as often as possible.

# Check your facts.

# 23. Way to Cover Sports event

# To report well on a sport, you must know the sport thoroughly.

# Check your facts: Sports involve many people, stats and technicalities.

# Know something about the game, and the players involved in the game.