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SUB EDITOR'S COMPANION

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P R E F A C E

IF I were asked in what Indian journalism was weakest I would say News Editing and Sub-editing. Not until these two branches are stiffened with professionalism will there be a significant difference in Indian newspapers' approach to news and to what makes news. That is why in the Press Institute we have given particular attention to sub-editing and to the things that go with it—page design, lay-out and picture editing.

At every step, of course, our problem was language; in a residential group of a dozen sub-editors at least five principal Indian languages would be represented. Nevertheless we decided that, as the principles were the same, we would use English as the medium of communication while the participants did their work in their own languages and explained what they did in English. The results were gratifyingly good. Michael Hides of the *Guardian* handled a number of these groups in Delhi; he also did a fair amount of travelling to newspaper offices in other Indian cities. He acquired considerable experience about Indian papers and conditions and willingly fell in with our idea of writing a short practical manual for Indian sub-editors. He was a very conscientious and hardworking instructor and what he has put down here represents his own approach to the several refresher courses that he guided.

In the future we hope to be able to publish manuals in the principal Indian languages, or to adapt a manual like this with examples taken from regional language newspapers. Till then, this should help greatly in giving Indian sub-editors some notion of the great importance of their job and of the need for skill if it is to be done well.

Press Institute of India
New Delhi

CHANCHAL SARKAR

CONTENTS

| | <i>Page</i> |
|--------------------------------|-------------|
| INTRODUCTION | |
| A simple transformation | 1 |
| Box, fold, and stone | 4 |
| The sub as a watchdog | 7 |
| Preparing copy for the printer | 9 |
| Accuracy at all costs | 10 |
| News in the "nose" | 12 |
| Headline writing | 16 |
| Economy in words | 19 |
| Basic typography | 23 |
| Headline typography | 29 |
| Planning a page | 39 |
| Role of local news | 43 |
| Handling pictures | 45 |
| Jack of all trades | 49 |
| Running stories | 52 |
| Courts and crime | 60 |
| A paper's style | 62 |
| APPENDIX | |
| I List of reference books | 64 |
| II Jargon, journalese | 65 |
| III Examples of sub-editing | 68 |
| IV Words worth watching | 71 |
| V Bibliography | 74 |

INTRODUCTION

WHEN the International Press Institute invited me to visit India I had some doubts about the welcome that I, an outsider, might receive when I came to work in Indian newspaper offices. It was a grave misjudgment, for if my time in the sub-continent has taught me one thing it is that Indian journalists—and newspaper staffs in general—are as friendly and receptive to new ideas and suggestions as anyone could wish.

In every office I never encountered the slightest hostility or suspicion; instead I was made to feel at home from the outset. Sub-editing is, in many respects, something that can be much more easily practised than written or talked about. Its raw material—news—is for ever changing. So different techniques and methods are constantly required.

No textbook can hope to list all these: at best it can only offer guidance on general lines. This manual is written with all the many newspaper offices I have not been able to visit in mind—as an offering of ideas and professional knowledge that may be of use to journalists who are already doing a good job but who want to produce even better newspapers.

That Indian newspapers have improved, both in content and technical production, in recent years there can be little doubt. Yet there is much to be done before they can look their counterparts in many other countries squarely in the eye. How well and how quickly this is achieved depends to a large extent on the skill and adaptability of the sub-editors.

That is the justification for this manual. If it helps any Indian sub-editor, no matter what the size, language or circulation of his paper,

to improve the appearance and readability of his paper it will not have been written in vain.

Because in India the sub-editor often has to tackle duties and problems beyond those of handling news copy in all its forms, the manual will attempt to cover some of those other duties, such as selecting and sizing pictures; dealing with commercial and sports pages; lending the reporters a helping hand; and working in active co-operation with the news editor.

For the rest it must be said that practical application is far more important than theoretical discussion. However much you may question, or disagree with any of the ideas put forward in these pages at least give them a trial. See them in type, if only in rough proof; then, if you wish, discard them—but not before. The mind that is closed to different ideas has no place on a newspaper.

Journalism, particularly on a daily paper, is a continuing challenge—a challenge to combine constant fairness and accuracy with maximum variety and attractiveness of reading. No matter how good the material available, a paper will not make the best of it without good sub-editing. Let us see how to meet this challenge.

A SIMPLE TRANSFORMATION

THE front page of the "Eastern Times" of Cuttack on May 9, 1965, contained a prominent double column story which occupied (including heading) 23 column inches—more than a column out of the 14 columns of editorial space in that day's four-page paper. This is how the story began:

PHARMACY COLLEGE IN ORISSA DEMANDED

From our Correspondent

BERHAMPUR, May 8.—The 19th Annual Conference of the Orissa State Branch of the Indian Pharmaceutical Association was held here recently.

The conference was inaugurated by Dr. R. P. Mishra, Minister, Government of Orissa, and presided over by Dr. G.C. Esh, of Bengal Immunity Research Institute, Calcutta. Dr. Sukumar Das, Principal, Government Medical College, Berhampur, was the Chief Guest. Dr. Dasarathi Mohapatra, Civil Surgeon, Ganjam was the Chairman of the Reception Committee.

Inaugurating the conference, Dr. R.P. Mishra expressed his high appreciation of the work done by this association for the last 19 years. He said that in the present

circumstances due to dearth of pharmacists in the State adequate steps had to be taken to create interest among the younger generation to study and practice pharmacy in the State.

Dr. Esh tracing the history of Pharmacy observed that it was the history of civilisation. "Pharmacy", he said, "is to develop and occupy its rightful place in the cause of service to the society which means that it is the activity, which encompasses the procurement, preservation, preparation and dispensing of drugs and medicines." Speaking on the scope

SCOPE

of Pharmacy in Orissa, he observed that it was high time that the State should start a full-fledged Pharmacy College with scope for post graduate training. Pharmacy taught in the existing pharmacy college were to be reoriented according to the needs of the day. "The State of Orissa", he further observed, "is a store house of various medicinal plants, minerals and other commodities which can be suitably processed and converted into valuable medical armaments. Incidentally he brought to the notices of the conference...

(N.B. The crosshead is reproduced as it appeared—between lines of type, with no new paragraph.)

And so it went on, and on—for another 12½ inches. After Dr. Esh came Dr. Das, who advocated co-operative drug firms run by pharmacists, and then Dr. Mohapatra “made a few suggestions.” The final paragraphs were devoted to a list of resolutions passed (including one advocating the establishment of a fully fledged Institute of Pharmacy in the State) and the branch offices for 1965-66.

Who but an Orissa Pharmacist would be likely to read right through such a report? Yet here was a topic of genuine importance to the welfare and health of 17½ million people living in Orissa. How much greater would the impact made by the story have been if it had appeared like this:

“STOREHOUSE OF MEDICINE NEEDS PHARMACY COLLEGE”

From our Correspondent

BERHAMPUR, May 8—Orissa, the “storehouse of medicine,” needs a full-fledged pharmacy college, Dr G. C. Esh, of the Bengal Immunity Research Institute, Calcutta, told 180 pharmacists from all over the State at their annual conference here.

The conference expressed its approval by passing a resolution calling for the establishment of an Institute of Pharmacy and for diploma courses in pharmacy at the local medical college.

Dr Esh, who likened the history of pharmacy to that of civilisation itself, said Orissa possessed many plants and minerals which could be turned into valuable medical armaments in the war against disease.

He urged the delegates to use the drugs already available to produce medicaments, first at cottage industry level and eventually at a large-scale centre. They should also play their part in helping to fix standards and methods of analysis. To this end the present courses in pharmacy at the medical college should be revised to meet modern needs.

Small drug firms run co-operatively by the pharmacists themselves were suggested by Dr. Sukumar Das, principal of the local medical college, who was the chief guest, as a means of ensuring that standard drugs were readily and cheaply available to hospitals and the poorer people. He emphasised that pharmacists must observe strict standards to show they were above non-pharmacists in the drug trade.

Both speakers had something to say about pharmacists’ pay. Dr. Esh urged pay and social status comparable with those given to other specialists professions, and Dr. Das thought that pay scales would be revised if the standard of training were raised.

After Dr. Dasarathi Mohapatra, a Ganjam civil surgeon, had suggested a pay scale of Rs. 200-400, the conference called for the recommendations of the Baroda congress of the parent Indian Pharmaceutical Association in December last year to be put into effect.

It also urged that the Pharmacy Act, 1948, should either be enforced in full or repealed if State Governments did not respect directives by the

Central Pharmacy Council and the Union Government.

The second version is little more than one third as long as that printed, yet nothing that really matters has been lost (compare with examples in the appendix III). Furthermore it is more likely to be of interest to the ordinary person. How has this transformation been achieved? By—

1. Rewriting—a sub-editor must be able if necessary to rewrite original copy completely.

2. Condensing—all superfluous matter, i.e., news domestic to the conference, such as the far from original remarks of the State Minister in opening the conference, has been cut out.

3. Introducing—the rambling printed version took six column inches to get to the main point of the conference—the need for

a pharmacy college. In the revised version the story starts with a “hard news” introduction—the main proposal.

4. Interpreting—a sub-editor’s duties include at times completing a remark in context. Here the words “in the war against disease” strengthen the reference to medical armaments.

5. Checking—besides ensuring that names are spelled correctly, with the right initials and titles, the sub-editor has corrected a mistaken reference to “pharmacy college” when clearly “medical college” was intended.

All these aspects of sub-editing (and others) are likely to arise in handling any indeed every—story, no matter how small in length or minor in importance. Each process will be dealt with in the chapters that follow, but before we study them let us establish a basic vocabulary for use throughout this manual.

BOX, FOLD, AND STONE

FAILURE, or inability, to communicate has led to far worse mistakes than misunderstandings in producing newspapers. The twentieth century may well be remembered for the emphasis it placed on communication in all forms—the telephone, teleprinter, telex, wireless, television, and, not least, the development of the modern newspaper.

Yet how can men of one country or profession make themselves properly understood if they cannot be certain that their fellows talk the same language?

For this reason it seems essential to establish at this early stage what we mean by various printing and editorial terms which will recur throughout the pages that follow.

The list printed here may differ in a few of its definitions from usages in particular offices, but by and large the terms will mean the same to a journalist in Calicut, Cambridge or Canberra. A sub-editor needs to know the vocabulary of his work just as much as does the jet pilot. Without it he, too, may find himself flying blind in the storms and stresses of newspaper production.

ADD—an addition to a story already written, or in type.

BOX—a short story or table displayed with rule or border making a complete frame around it.

BLOCK—etching of photo or other illustration, mounted ready to go in the forme.

BYLINE—the name or position of a writer or news source, e.g.

By a Staff Reporter,

Express News Service.

BODY—the text of a story, after headline and introduction.

BRIEF—news paragraph intentionally having no separate heading, usually one of a group.

BOLD (or black)—the heavier, darker version of a type.

BLACK—a carbon copy

COPY—any raw news material, from whatever source.

CATCHLINE—word or part of word used on each folio of copy to identify a story, e.g. *Econ (omy)1*.

CROPPING—marking a picture to a certain shape to cut out unwanted detail or subject matter.

COMPOSITE—combining of two or more stories of a kindred nature into one story.

COUNT—number of letters & spaces available in writing a headline.

CROSSHEAD—used to break up a story between paragraphs: set centred across the column.

CREDIT—acknowledgement of a story's source, e.g. reports P.T.I. or —*Reuter*.

CUT-OFF—rules inserted between stories in the page.

CAPTION—explanatory matter accompanying picture or illustration.

DATELINE—place, and date, from which a story originates, e.g. *New Delhi, May 21*.

DAK—an up-country edition containing matter that has already appeared in a previous final edition.

DECK—part or whole of a headline, all in the same type, which is self-contained.

DELETE—mark instructing that word or letter is to be taken out (the sign, is taken from the Greek letter delta).

DROP LETTER—special initial letter covering two or more lines of body type.

DOUBLE—same line, paragraph, or story appearing twice in the same edition.

EDITORIAL PAGE—page containing paper's articles of opinion, comment (leading articles).

FOLIO—a single sheet of copy.

FILLER—news item appearing without a heading.

FOLD—middle of the page, where it is folded horizontally.

FORME—complete page of type, blocks, rules etc. enclosed in steel frame or chase.

GALLEY or NARROWS—narrow meta tray on which heading and text are assembled for proofs (q.v.) to be pulled.

HEADLINE—words appearing in larger type above a story or article.

IMPRINT—publisher's name and address.

INSERT—copy sent for setting after a story has been completed, to be inserted in the story in a given position.

INDENT—Setting in from the edge of a column of a line of type, as for example first line of a paragraph (see Chapter 9 for variations).

INTRODUCTION (or “nose”)—opening paragraph(s) of a story.

JUSTIFIER—compositor who corrects metal in the forme.

KEEP UP/DOWN—instruction to capitalise/set in lower case.

LABEL—type of headline that is no more than a classification of the type of news, e.g. *Weather report*.

LAY-OUT (or make-up)—Editorial instructions for the arrangement of stories and/or pictures covering part or whole of a page.

LEAD—main news story on a page, with most prominent headline.

LEAD-ING—insertion of thin metal strips between lines of type.

LIFT—to retain metal already set for use either in a revised story or in another edition.

MOFUSSIL—local or regional news items.

MUST (or "sure")—item which is required to appear in a given edition, page, or position.

OPERATOR—member of composing room staff who sets either headline or text of story.

OVERMATTER (or *overset*)—matter set but not used in an edition.

PAGE PLAN (or *scheme*)—editorial instructions for way in which stories and pictures are to be put together to form a complete page.

PRINTER—head of the composing room.

PROOF—first impression of type printed on narrow strip of paper. Hence galley proof.

PANEL—similar to box but with rule only at top and bottom.

RANDOM—section of composing room where stories are assembled in type for proof-pulling.

"REFERENCE" NEWS—statistical or similar items appearing regularly, e.g. radio programmes, weather reports, train items, etc.

REJIG—to re-sub-edit a story already in type.

SHOULDER—space beneath an introduction or heading, two or more columns wide, which is not occupied by body of that story.

SIDEHEAD—similar to crosshead but set to left (or right) of column.

SKETCH—descriptive account of a news event, usually by a specialist writer.

STONE—section of composing room where metal is made up into pages.

STORY—any news item (N.B. Do *Not* use the word in the paper, because it may suggest something fictitious to the reader. Say *Report*, page 7 or *See page 7 not Story on page 7*).

STREAMER—multi-column headline occupying all or most of the width of a page.

STRAP-LINE—smaller line of type appearing above main heading (often under-scored)

STICK—indication of depth meaning about 2 column inches.

TIE ON—intentional juxtapositioning of one story below, or at side of, another, with column rule or cut-off omitted.

TAG-LINE—similar to strap-line, but appearing below heading, usually set to right of column.

"TOP"—position at top of page, filling one or more columns; hence "single-column top" meaning a story intended for that place.

TEXT—the non-heading part of a story.

TAKE—a single paragraph or section of copy as it is handed out to an operator for setting.

UNDER-SCORE—fine rule appearing below a line of type; usually in headings.

THE SUB AS A WATCHDOG

SUB-EDITOR means literally "under editor". It is worth remembering that in your daily work. No modern editor can personally vouch for the accuracy of every statement his paper prints.

For that reason he employs sub-editors, under him, to ensure that this aspect of his editorial responsibility is properly taken care of. The sub-editor therefore is the last checkpoint for the accuracy of what is printed. If the sub-editor is wrong then the reader will be misinformed—and harm may be done.

The sub-editor's responsibility is three-fold, however. It is to:

The reader, who relies on him, probably unknowingly, to give the facts, which the reader himself may have no way of checking independently.

The paper, which relies on him to ensure that what is printed neither offends nor distorts. (Offence may lead to action for libel, contempt of court, or on grounds of public decency. Distortion will harm the paper's reputation and therefore in all probability its sales).

The writer, who relies on the sub-editor to see that, within the limits of space available, what he wrote appears fairly presented.

The sub-editor must therefore be always on the alert. But his alertness must be not merely negative in looking; he must also be able to create. Besides moulding readable, understandable stories out of a mass of copy from different sources he needs to be able to spot the hidden story and to build on a sentence or a paragraph, to get the utmost news value from it.

A routine mofussil page paragraph about say, a road accident may be transformed into a front-page "top" if an alert sub-editor spots that one of those killed was released from prison only last week after serving 10 years for fraudulent conversion of public funds.

Another essential for the successful sub-editor is a readiness to take a second opinion. Nobody can know everything. Don't be afraid to ask a colleague for his opinion if you are in doubt—whether it is the names of India's opening Test batsmen or the need to qualify an accusation of murder with the word "alleged". Two heads are often better than one.

Incidentally, a simple test to apply if you are in any doubt about the possibility of libelling someone is to substitute your own name for that in the copy and then to see what your own reactions would be on reading the story in the paper.

If you feel your reputation would have

been injured you can be reasonably sure that the lay reader would be even more likely to decide some action against the paper was called for.

The sub-editor must quickly learn to distinguish between fact and comment. Basically the news sub-editor's concern is with facts. Comments should be confined to the editorial columns and signed articles. Except for intentionally descriptive and "colour" pieces, such as a parliamentary correspondent's sketch of a debate, for example, extraneous comment should not lightly be passed for publication by a good sub-editor. Certainly the headlines he writes should be factual, and not contain comment (see chapter on Headline writing)

It is permissible for a reporter to write, in describing the selection of "Miss Angel Face, Delhi 1965", that, "*It was 20-year-old Rajni Kapoor's day from the minute she entered the brightly lit platform.*"

It would not, however, be justified to include in a report that Prince Charles of England may go to school in West Germany

the unattributed comment, "*This will be a deplorable decision by Queen Elizabeth if she allows her son to be taught by Germans*". The reporter's opinion that Miss Kapoor was an easy winner from the start is relevant to his account of the proceedings. The comment on how the Prince is educated offends because:

- (1) It is not attributed to anyone; the reader is entitled to know *who* thinks it would be deplorable;
- (2) It can be argued to be intrusion in what is really a private matter for the Queen; and
- (3) It might inflame Anglo-German relations.

The sub-editor, as the paper's watchdog, must not take things on trust. If he cannot understand what is meant by "short-term fiscal outflow" how can the ordinary reader be expected to know its significance? He must be also a salesman, for upon his "sales technique" depends the paper's success to a large extent.

PREPARING COPY FOR THE PRINTER

YEARS ago a colleague of mine exploded with anger when he was asked if he had **marked** a particular piece of copy. "What do you think I am—a schoolmaster?" he replied.

Perhaps he was too sensitive; copy needs to have a great many marks on it before it leaves the sub-editor for the composing room. Just how many depends on how clear a mental picture the sub-editor has of how he wants the copy to appear in type.

He must therefore give instructions to the printer how he wants his picture in metal to look and those instructions must be clearly understandable.

Methods of marking copy differ from one newspaper office to another, but there are certain common essentials which must be given:

CATCHLINE—one word (or part), written top right-hand side of each folio of the copy, ensures a story is assembled complete.

FOLIO NUMBERS—customarily the heading is folio one and each slip of copy is numbered on.

(See also chapter on Running stories)

TYPE SIZES—on the first and each succeeding page of the text the size of type in which the matter has to be set should be written in the left-hand margin.

Each time a change of type, e.g. from a 10pt introduction to 7 pt., is required the copy should be split into separate folios. It helps the operator if the end of type variations is also marked e.g. **end black** or **end indent**.

"MORE FOLLOWS"(mf) is necessary on each folio until the last which must be marked **"END"** (or a double cross)

INSTRUCTIONS TO PRINTER—these fall into two kinds:

- (a) To the operator, who must know which letters are to be capitals, where to put punctuation marks etc.
- (b) To the random, to indicate that a story is wanted for, say, a certain page, or is to tie with another story. Such instructions should be written at the top of the first page of text, and marked **"set catch"**, e.g. **Inside page only—set catch**.

All these markings must become second nature with the sub-editor, no matter how great the pressure on him may be. He must not expect the operator, or the (proof) reader, to punctuate or correct his copy for him once it is in type.

Ideally all new copy should be double-spaced to leave plenty of room for subbing marks. Some news agency copy, however, is more cramped, so if there is no room to make the necessary marks absolutely clearly they should be written in the left-hand margin.

ACCURACY AT ALL COSTS

THERE is much more to sub-editing than merely marking the type sizes and correcting the spelling, however. The sub-editor must, as far as possible, check the accuracy of what he is putting into type.

For the newcomer this means that he should try to verify every name and title, every set of initials or first name, every place, every date, every reference to previous events.

An incomplete story is just as unsatisfactory as one that is inaccurate. Therefore the sub-editor needs not only to check the facts but also to ensure that they are presented in such a way as to give the reader a complete picture of what has happened (or been said). To assume that the reader has as much background knowledge about events is a grave mistake. Far better assume the reader comes entirely fresh to the story and needs to be told all. So tell the reader:

1. **WHO is involved.** This means that all save a few world famous men must always be identified the first time they are mentioned. You may know, and so may 95 out of 100 of your readers, that Mr Y.B. Chavan is the Indian Home Minister or that Aristotle Onassis is a Greek shipping magnate—but they must be so identified, for the sake of those five readers who do not know this.

2. **WHERE it happened.** If the story has a dateline, or a byline which indicates where it originated (e.g. From our Calcutta Staff) it is probably enough to say simply “here” in copy, or some phrase such as at Ramgarh, 60 miles from here. With overseas agency stories make sure that the place of origin is clear, e.g. Darwin (Australia), May 22.

3. **WHEN it happened.** The story that makes no reference to when something happened is suspect, for it may well be old news. In any case the time is important, both for the reader's information and for future reference.

4. **WHAT has happened.** This is in many ways the most skilled task, since it involves writing in just enough to put the event reported into proper perspective, without giving unnecessary repetitive detail.

Here is an example:

CAIRO, May 21.—A five-man Pakistani investigating team today drove to the scene of yesterday's air disaster. The team is led by Mr N.M. Salim, planning director of Pakistan International Airlines.

Such a paragraph would leave the reader asking many questions. But not if the sub-editor expanded it with the necessary background information so that it read like this:

CARIO, May 21—Mr N.M. Salim, planning director of Pakistan International Airlines, today led the investigators who went to the scene of yesterday's PIA Boeing 720B disaster here, in which 121 people were killed.

In some ways a newspaper's strength lies in how well its cuttings are filed and how readily accessible information is. Memory can play strange tricks and it is always far safer to refer to something in print than to rely on one's memory.

The keen sub-editor quickly gets into the habit of sending for the cuttings relevant to any major story he is handling, even if he does not write off anything from them. Cuttings are a way of establishing how much of a story is new.

Besides cuttings the sub-editor should make frequent use of reference books—on which many papers seem sadly reluctant to spend money. A reliable dictionary, a telephone directory, and copies of "Whita-

ker's Almanack," "Indian Who's Who", and "Indian Year Book" should be on every sub-editor's table. In the appendix is a list of other reference books which every paper of any size ought to have and every sub-editor ought to use.

There remains one other aspect of sub-editing in which checking must always be automatic—with figures in copy, especially amounts of money, percentages, dates, sporting scores etc. Transpositions can easily occur in typing, e.g. 1695 for 1965. Percentages should add up to 100.

Punctuation of large numbers needs watching, especially when lakhs and crores are expressed in numerals. Where decimal fractions need to be used it is advisable to mark the copy thus:

1. dec 75 million, 23. dec 9 billion so that there is no uncertainty—and no mistake. A misplaced comma (or decimal point) can mean a vast difference, particularly when it relates to currency or other sums of money.

NEWS IN THE "NOSE"

The plan for the redevelopment of the area around Nehru's samadhi, approved recently by the Shanti Vana Committee, has some interesting features.

The Statesman (Delhi)

MERCIFULLY introductions like this are less common now; even so there is simply no excuse for such a lazy, uninformative opening to a story. For one thing if the plan did not have some interesting features it would not be news.

In any case if the reader is to be persuaded to read the story, the main points of it must come right at the beginning. This applies to every news story, whether it is a front-page double-column or a mofussil-page short that will finish right at the foot of a column. *The news must be in the "nose".*

Think of the reader as a man in a forest, uncertain of which way to go. The headline on the story is the signpost to the reader, but the full directions, to get him where he wants to be are the opening paragraph—to lead him along the path.

If the main facts are there, in the "nose", he will find the way easy to follow. But he will soon get lost and give up hope if a story starts like this:

The Government of India issued a notification today for amending the Indian

Aircraft Rules, 1937, with a view to establishing a detailed system of flight time and duty limitation in respect of crew members.

Free Press Journal

Instead of this forest of words the sub-editor should have reintroduced the story on these lines:

Limits on the amount of time which Indian Airlines personnel may be required to work are to be introduced by the Union Government to counter the risk of fatigue.

Except for descriptive or "colour" stories (which are dealt with below) the introduction should contain as many facts as clarity and comprehensibility allow.

London, December 6—Prime Minister Shastri left for New Delhi this afternoon after a three-day official visit to Britain by Air India's Nanga Parbat the same plane whereby Pope Paul VI travelled from Rome to Bombay last week.

Assam Tribune

This was the paper's main front-page lead that day, but the name of the aircraft and the fact that the Pope had flown in it were surely not the most important aspects of the story. That information, though of interest, should have appeared much lower down the story.

The introduction could well have recorded either that Mr Shastri felt the visit had been "of great benefit" (it will really be news when one day a statesman comments that a visit has been of no value whatsoever!) or that he had suggested to the British Prime Minister that the nuclear powers should at once consider the non-proliferation of nuclear weapons (this appeared in the ninth paragraph of the story.)

Writing a hard, newsy introduction calls—once again—for the WHO, the WHEN, the WHERE, and possibly the WHY. If there are too many facts to get comfortably into one paragraph then select the most important for it, and mention the remainder in the succeeding paragraphs.

Remember that each fact mentioned in the introduction (which is not necessarily the first paragraph alone) can be developed and reported more fully later in the story. Aim to present the facts positively with punch—rather than dully—by way of digression.

It is better to say "The Government of India has replied" than "A reply has been sent by the Government of India" partly because it is more direct and also because it saves words and space. Just as in writing headlines (see Chapter 7), the active, or doing verb is preferable to the passive, or being done to, in both introductions and body text.

In handling reports of speeches, conferences etc., where the subject-matter is opinion rather than fact, it is essential to make this clear right at the start, so that the reader is left in no doubt.

Select the main, or one important point from the speech and then write the intro-

ductory paragraph in such a way that the name of the speaker, or the body expressing the opinion, is included.

Some papers are inclined to separate the main point and the source into different paragraphs, but this is not good, because it is then possible for the reader to assume that the *paper* is expressing its own opinion. For instance, the *Hindusthan Standard* carried a story which began:

By a Staff Reporter

A revolutionary outlook is necessary to make the co-operative movement a success. The workers should never be dependent on the Government or procedural formalities.

The Chief Minister, Mr P.C. Sen, remarked this at the inaugural function...etc.

This would have been much better if the Chief Minister had been mentioned after, say, the word "success". The details of where he spoke could have been held until the second paragraph, to avoid the first being overlong.

The exception to the rule about getting the news in the "nose" is the descriptive or "colour" story. Here the writer sets out to sketch the scene in words, and the news is likely to come only in the flow of the story.

Provided that the quality of writing merits this sort of approach, this is perfectly justifiable, but the sketch should normally be in addition to the news, rather than the main story itself. When Mr. Shastri visited Moscow in May, 1965, Inder Malhotra began a dispatch which *The Statesman* made its main lead thus:

Moscow, May 9—It was more by co-incidence than design that this reporter

arrived here last evening, a few days ahead of Mr Lal Bahadur Shastri, but the arrival in Moscow could not have been better timed.

This is because the Soviet Union, like many other countries which had to fight Nazism, is celebrating the 20th anniversary of the victory over Germany...

Malhotra went on to describe the mood prevailing in Moscow, the holiday crowds, how he watched Mr Brezhnev on television, and so on until, after 14 paragraphs, he got down to describing the display of Soviet weapons, which included new rockets and missiles claimed to be without equal in the world.

The Statesman based its lead headlines on this section of the dispatch, even though it was far down the story. Yet this was not wrong; to have re-nosed the story would have destroyed the "atmosphere" which the correspondent had set out to create. A good sub-editor knows when to leave copy alone; this was such a case.

Subbing briefs is not the difficult task that many sub-editors seem to think. Briefs well handled can be one of the most readable and important features in a paper. Every word in a brief should count, which means that there is no room for woolly vagueness or unnecessary description.

In some offices it is the rule that a brief must not be more than one sentence; others set a limit on the number of lines of type (usually four or five lines). Many, alas, seem content to string together the odds and ends of news, for which there is no room elsewhere, and regard it as the briefs column.

This is a travesty of the whole idea of briefs, which is to get more news into the

paper, even though a few lines is all that can be accommodated.

Given the necessary staff, many papers' mofussil pages could be vastly improved by reducing many of the short news items from local correspondents to briefs and displaying these as a real news feature on the page.

If, of course, you have followed the rule and got the main facts into the opening of even short stories it follows that these can, if necessary, be reduced to briefs on the stone, using just the first sentence.

This is particularly useful with district news, which may be worth no more than a brief after its own particular area edition. Better to have a brief than no mention at all. Examples of subbing down to briefs will be found in the appendix.

Here is a press telegram from a local correspondent of one of the Kerala dailies, followed by a subbed version:

(Kollengode) Attayampathi in Mudalamed seven miles from Kollengode was scene of gruesome murder where Seethalakshmi aged about 25 belonging to Pallar community Chingampalayam was found dead in pool of blood with stab injuries on public road yesterday noon stop Kollengode police reached spot and after holding an enquiry over body sent same for post mortem stop Alleged assailant is reported absconding stop Govindharkutty Menon inspector of police Alatur along with K.S. Namboodiri sub-inspector Kollengode is investigating end.

Kollengode, June 8—A woman was found stabbed to death on the road at Attayampathi, near here yesterday. Police

are treating it as a case of murder. The victim was Scethalakshmi, aged about 25, from Pallar community at Chingamapalyam. Police ordered a post mortem. There is no trace of the assailant.

This story could in fact be even further reduced if necessary, but beware of cutting so hard that even the simplest heading occupies far more space than the matter below it (see chapter on Headline typography). In this instance the names of the police officials

associated with the case are surely of no interest to anyone save the officials themselves.

On the other hand names, especially on mofussil pages, do make news—and sell papers—so that they cannot all be deleted automatically. The art lies in knowing when to leave out and when to leave in, and that is something which only time and practice can teach, coupled with a knowledge of local conditions and the paper's policy.

(Further examples of subbed stories are in appendix III)

HEADLINE WRITING

THE headline is the signpost to the reader. Upon the impact it makes on him will depend to a large extent whether he bothers to read the story below it. The first requisite of a headline therefore is that it must *tell* the reader something, it must be informative.

To do this it ought to be made up of simple, short words that the ordinary man, with perhaps a limited vocabulary, can easily understand. Writing a headline full of long, learned words is not clever; rather it is a sign that the sub-editor does not understand what his task is in helping to produce the paper. Take this headline, for example:

IMPLEMENTATION OF SCIENCE EDUCATION PROGRAMME

Concrete Schemes To Be Drawn Up

Times of India

What *does* it mean? Presumably that the science education programme is to be carried out and that some positive schemes are being produced. Then why not say so? Like this:

Plans for more teaching
of science soon

This saves space (if a second deck is essential it can be based on some other point

in the story) and tells the reader more simply what the story is about. "Implementation" seems beloved of sub-editors but should, strictly speaking, be used only of carrying out agreements or treaties. "Concrete" in the example quoted is certainly inappropriate—unless the plans are architectural ones for buildings in concrete!

Headlines can be divided in three main groups:

The label: This is no more than an indication to the reader that what appears below belongs to a certain class, or type, of event. Examples in frequent use are "Parliament", "City Notes", "Financial News", "In the City Today", "Obituary", "Radio Programmes" and so on.

Labels still have their place in a paper, for regular items and for "reference news", but as far as possible they should not appear on hard news stories, because they tend to "kill" the story and stifle the reader's potential interest in it.

Active: These are what every sub-editor should try to write for every news story. They are informative, they will usually contain an active verb, and they get to the point of the story. For example:

U.A.R. re-affirms
support to
India on Kashmir

**Pakistan claims
the entire
Latitilla area**

**U.S.A admits firing
on Caamano forces**

Interior Minister Killed

Active, informative headlines are just as possible for short "fillers" as for the big, important stories e. g.

DDT disturbs House

Chavan cancels tour

4 directors resign

The third type of headline is the

Impressionist, which seeks to convey a mood rather than a message. These are not often used but recent examples have been:

**But this isn't
so funny**

**They wielded a menacing,
predatory influence**

**Gombu does it
second time**

These headlines were a sort of "bait" to attract the reader to find out what was below them—in fact stories about a printing error in an official invitation; a survey of the W. Indies v. Australia Test series; and a report of Nawang Gombu's second ascent of the Everest.

Let us now consider how active headlines can be improved; for the standard in the English-language papers leaves much to be desired. With headings of more than one deck the main point should certainly be in the *first* deck, not buried away in the second, smaller line. Thus:

**INDUS WATER PACT EXTENSION
India rejects Pak proposal**

**P. & T SAVINGS BANK ACCOUNT
Rules amended to attract customers**

**VIOLATIONS OF INDIAN AIR SPACE
Preparations for interception underway**

are all bad headlines. The top deck of the first two is a label; in all three what has happened is not revealed until the second deck. Much better would have been:

INDIA REJECTS PAK PLAN FOR INDUS

Water pact stays as it was

**P & T BANK GOES AFTER CUSTOM
Savings rules changed**

AIR WATCH OVER INDIAN BORDERS

Measures to check air violations

Single-deck headings present more of a problem, because one can say less in them. They must not be so oversimplified as to mean nothing nor must they present as a statement of fact what is really someone's opinion. Sometimes it is impossible to include a verb (e.g. Biggest air strike in Vietnam); sometimes the verb is implied (e.g. Mayoral election April 26—here "will be" is implied).

Beware of using a string of nouns to form a heading; they can often read awkwardly or, worse, ambiguously (e.g. Assam hill farm autonomy plan).

Whatever the size or shape of the heading, avoid using long words where short ones are equally informative; avoid foreign expressions and phrases unless there is no sensible alternative; avoid resorting to initials with which you may be familiar but which to the reader may mean nothing at all. Always aim for the direct, "punchy" heading. As an exercise, re-write these headlines:

**M.P. Wants Larger Quantum of Aid From
Centre**

We need honest administrators

A Plea To Amend Constitution

U.P. Vidhan Sabha Adopts Resolution

Ordinance to Implement Bonus Report

TTK-CM discuss UP problems

Solving Vietnam Tangle

Co-operation of India Sought by USA

Pogonophora Found On S. W. Coast

A rare marine animal known as pogonophora has been found on the south-west Coast of India.

The discovery has been reported by an Indian fisheries scientist attached to the Central Fisheries Research Institute at Ernakulam.

The scientist, Dr. E. G. Silas, who was working on board "A. V.

White To Emulate Leonov's Feat

CAPE KENNEDY (Florida), May 25 : Astronaut Edward H. White, co-pilot for the forthcoming Gemini IV space flight, will completely emerge from the spacecraft during the early part of the mission, according to reliable sources at Cape Kennedy.

The two-man flight is due on or after June 3.

Pilot James Mcdivitt, 35, and co-pilot White, 34, are due to make a four-day flight lasting just less than 98 hours.

The U.S. astronaut may emulate the example of Alexei Leonov, Soviet astronaut—Reuter.

VASAVADA NFIR CHIEF AGAIN

Unanimous Election

BOMBAY, May 22: Mr. S. R. Vasavada was yesterday unanimously re-elected—for the 10th consecutive term—President of the National Federation of Indian Railwaymen at a general body meeting of the federation, according to a Press release from the federation.

THE SUNDAY STANDARD, JUNE 20, 1965 (5)

Other man on errant beachcraft

Express News Service

BOMBAY, June 19

AVIA**TION** officials in Bombay strongly suspect that besides the American pilot, Capt. E. B. Davis, there was another occupant in the twin-engined Beachcraft plane which forced-landed at Bhubaneswar on Tuesday night.

ECONOMY IN WORDS

A SUB-EDITOR must be master of the words he handles. Words are his medium, just as canvas and oils are the medium of the painter or stone of the sculptor. The editorial instruction sheet of the *Patriot* (Delhi) contains sound advice therefore when it says.

“Kill sentences like this—‘With regard to the discussion which took place at yesterday’s meeting in reference to the position arising out of the present situation, the result so far as the practical point of view is concerned, was of a purely negative character’.”

The *Patriot* sheet rightly says, “‘Nothing came of yesterdays’ discussions’ is enough.” Five words instead of 40 and nothing lost—indeed, a great deal gained in clarity.

Involved sentences of that type may nowadays come only from the part-time correspondent who combines journalism (of a sort) with another occupation, and thinks that the more words he sends to a paper the better his chance of earning more money. Nevertheless there is plenty of scope for sub-editors to practise their craft by condensing and economising in words.

How often, for instance, do you read the phrase “Replying to a question by Mr Blank, the Minister said.....” when “The

Minister told Mr Blank.....” would do equally well, in half as many words.

Officials seem to delight in using a string of long, pompous words which a keen sub-editor can usually turn into fewer, shorter, simpler ones. For example :

“Both sides are desirous of further developing mutually beneficial trade and agreed on the desirability of roughly doubling by 1970 the turnover of goods between the Soviet Union and India as compared with the 1964 level.”

What this means is that:

Both Russia and India want more trade and agreed that by 1970 the level should be roughly twice that of last year (1964).

Twenty-two words instead of 36, and official jargon banished. Sub-editors should always remember the advice given them by Mr Nehru:

“Why are circulations relatively limited? So far as Hindi is concerned I am convinced the fault lies with the people who run the paper, the people who write in them. They don’t use a language which is easily comprehensible to the average Hindi-speaking person. They tend to write for special academics, to show off.....”

Here is an example of “officialese” which appeared in the *Indian Express* (Bombay). Consider how it is improved by active sub-editing in the rewritten version.

COLOMBO, June 14

THE first step in the implementation of the Indo-Ceylon pact of October 1964 on the future of persons of the Indian origin in Ceylon was taken today with the appointment of a joint committee for the implementation of the pact.

The committee consists of one representative each of India and Ceylon—Mr. K.C. Nair, Deputy High Commissioner for India in Ceylon, will be India's nominee on the committee while Ceylon will be represented by Mr W. T. Jayasinghe, Controller of Immigration and Emigration.

Both Governments have also announced alternate representatives. India's alternate representative will be Mr. N. P. Alexander, First Secretary in the Indian High Commission in Colombo. In Addition either side can have advisers by mutual agreement.

The committee will be in permanent session in Colombo.

The first task of the committee will be to call for applications from persons of Indian origin either for Ceylon citizenship or for Indian citizenship and repatriation.

The Indian High Commission will call for applications from those who want to acquire Indian citizenship while the Government of Ceylon will call for applications for granting Ceylon citizenship.

Under the agreement Ceylon has agreed to grant citizenship

COLOMBO, June 14

Ceylon and India have set up a permanent two-man committee to carry out the provisions of the 1964 agreement on the future of people of Indian origin in Ceylon. It will invite applications either for Ceylon citizenship or for Indian citizenship and repatriation.

The Indian representative on the committee, which will meet here, is Mr K.C. Nair, the Deputy High Commissioner, while Mr W.T. Jayasinghe, Controller of Immigration and Emigration, will represent Ceylon. Either side can call in advisers by agreement.

Ceylon will grant citizenship to 3 lakh persons of Indian origin and India will take 5½ lakh at present "stateless".

to three lakh persons of Indian origin and India has agreed to take 5.25 lakh persons who are at present "stateless".

The Indian High Commission has already taken certain preliminary steps in preparation for the implementation of the agreement. Arrangements have also been made to recruit additional staff to cope with the work involved in receiving applications and issuing travel documents for those accepted as Indian citizens.

Here more than 150 words have been saved, but more important, the announcement has been made more easily understood and presented as an item of news about living people, rather than a flat official statement about statistical units.

Condensation requires more than merely substituting one word for two or three and short words for long ones, however. It calls for an attitude of mind. One way to achieve this is to imagine that the story you are subbing is more a letter to a friend than a newspaper report.

Rewriting is another way of condensing, particularly useful for extracts from speeches. Here the sub-editor's role is to digest what has been said and express it succinctly, without the speaker's unnecessary words and phrases.

This requires the report to be written in indirect speech, with the past tense and the third person (he and they), instead of the present tense and the first or second persons (I and you).

Rewriting involves summarising—perhaps taking half a dozen main recommendations from an official report and setting them out clearly, instead of reproducing as many long paragraphs from the document.

The sub-editor must paraphrase, he must “translate”, not from one language into another but from one *form* of a language into another, simpler form. Given time and practice it should become second nature to him.

Language is a living thing and for that reason there can be no absolute right and wrong about the use of particular words. What is today a foreign phrase may next year have been taken into the language; what was slang or colloquial ten years ago

is by now possibly accepted and in everyday use.

The sub-editor needs to keep pace with these changes, and he will not do so unless he reads widely. There are a great many words and phrases which a sub-editor should be on his guard against. A selection appears in the appendix. It is far from exhaustive.

Yet another way of economising in words is by compositing stories, i.e. instead of running several separate stories about one subject having a comprehensive story which incorporates all that matters from each of them. Many papers seem reluctant to use composites.

This may partly be because of the widespread use of datelines on domestic stories, though that is no reason for not using them.

When Mr A.P. Jain was sworn as Governor of Kerala in April, 1965, the *Statesman* carried a P.T.I. report of the ceremony and then, under a separate heading, ran another paragraph of P.T.I. copy headed “A.P. Jain resigns from Lok Sabha”. This could just as easily have been dealt with by working into the main story the clause, “who has resigned from the Lok Sabha”.

Similarly, when Dr Radhakrishnan returned from London after his eye operation the same paper ran a bold box headed “Duties resumed by President” (which quite unnecessarily included the words “says a Press communique”) and then tied on to it a larger heading and story, “President is back home”, which began “Dr S. Radhakrishnan returned to New Delhi on Monday after undergoing eye treatment.....”

Why could not this have been one story which opened, “Dr Radhakrishnan returned to New Delhi on Monday and has resumed his duties as President?”

Compositing must, of course, be governed to some extent by the amount of copy being used and by make-up considerations. It would not have been practicable for papers to have composited all the many Indo-Pakistani border incidents, allegations and diplomatic moves that were reported daily in April and May, 1965.

But very often it would have helped the reader to have a digest of these, instead of stories scattered over the front page and several inside pages.

The composite introduction is something which papers ought to use more. A specimen, based on one day's news, might read like this:

New Delhi, May 22:

The Cabinet Emergency Committee met today to consider the final draft of the British proposals on the Kutch situation, but the expected document from London did not arrive.

It is clear (our Political Correspondent says) that Pakistan is bent on delaying the cease-fire talks, in the hope of causing a stalemate.

Meanwhile India has protested to Pakistan against violent activities on the Tripura border in the last few days. In Kashmir Pakistani troops are reported to have intensified their action along the cease-fire line. Yesterday four Pakistani soldiers were killed and

ten wounded in clashes in the Naushera, Mendhar and Poonch sectors.

Rail traffic between India and Pakistan has fallen sharply. Only 70 people crossed from Amritsar today against 300 usually.

One simple but effective method of writing a composite introduction covering several separate stories is this: Before releasing the subbed copy for each story write off, on a separate sheet of paper, one paragraph which contains the main point or points in that story.

Repeat this procedure for each story which has to be covered in the composite intro (there is no reason, in fact, why more than one sub-editor cannot contribute paragraphs to such an intro.).

When all the stories have been dealt with take the specially prepared summary paragraphs and treat them as one complete story, subbing in the normal way, so that the paragraphs read on and together, avoiding unnecessary repetition of identifications and other details.

At the end of the intro there can be a multiple cross-reference.

Care must be taken, of course, in writing headlines for the composite intro that as far as possible these do not repeat what has been said in the headings for the stories handled earlier. If more than one sub-editor has worked on the stories then there must be consultation between those concerned about headlines.

BASIC TYPOGRAPHY

IF you go into a shop to buy a packet of biscuits it is more than likely that your choice will be influenced by packaging—the gaily wrapped, attractive carton will appeal to your eye more than the plain one in a single colour. In a newspaper layout and the skilful use of type are the packaging that helps to sell the product.

The more attractive a paper is to the reader's eye the better is the chance that he will buy it and, more important, continue buying it. How to use type effectively is an essential aspect of the sub-editor's functions.

Type is measured in points (though on some Hindi papers there is apparently an alternative method, based on lines.) There are 72 points to one inch, and the text of stories in most English-language papers is set in either 7 pt or 8 pt type, so that there are either ten or nine lines of type to each inch of the column.

Language papers tend to use 10 pt body type, because of the complex nature of the scripts; thus they get only seven lines to the inch, and appreciably fewer words to the column therefore (a notable exception is the "Mathrubhumi", which uses 8 pt body type.). In English-language typography the sizes most commonly used, with their old

names in brackets, are:

5½ pt (ruby); 6 pt (nonpareil); 7 pt (minion); 8 pt (brevier); 9 pt (bourgeois); 10 pt (long primer); 12 pt (pica)

There are some smaller types, including a 4½ pt—ideal for classified advertisements, since it gives 15 lines to the inch. There is also a 7½ pt in one particular fount of type.

Some papers, to obtain a cleaner appearance in the pages, use 7 pt type on an 8 pt base; this gives more white between the lines of type—the same effect as leading through the body of a story.

The width of the column is measured in ems; the 'em' is the space taken up by a letter M in Pica (12 pt) type. With eight columns to the normal broadsheet page the width of the column is either 11 or 11½ ems.

Different widths of setting can be used, particularly on feature pages, as a means of display. For example the editorial page of the *Hindu* is set in three measures—11½, 13½ and 16 ems.

Setting across widths that require special makeup is known as bastard setting.

Ideally every paper should have at least three different sizes of body type available one for the general text (7pt or 8 pt), a larger size (9pt or 10pt) for introductions and a

smaller (5½pt or 6pt) type for advertisements and “reference” news.

The size of type used should be related to the width of the column, because the narrower the column the more readable is smaller type and, conversely, the less readable is larger type.

Thus 7pt across 11 ems is quite readable, but the same type set across two columns of 11 ems is much harder on the eye. This is why double column introductions are normally set in a larger type, and why one rarely sees, say 12 pt type set single-column.

Introductions, whether single—or double column—ought to be in bigger type than the rest of the story to catch and hold the reader’s attention; and because the main news should be in the opening paragraphs.

If the body types available are restricted it is good enough to start a single-column “top” in 9 pt and then to drop into 7 pt after the leading paragraphs. (A variant is to have one paragraph of 9 pt, then one of 8 pt, and the remainder in 7 pt.)

In both English and language papers, some shading down in type size is essential to avoid jerkiness, and making reading difficult. You would not, for example, follow 12 pt with 7 pt because the gap would be too great. Down-page stories can be set all in the normal body type, but will benefit from having one paragraph in a slightly larger size, e.g. one paragraph 8 pt and rest 7 pt.

Whatever the size of type being used the length of the introduction needs to be related to it. To have say, two inches of 10 pt single-column, followed by two or three inches of 7 pt is unbalanced and unsightly.

With double-column introductions a way

of achieving a smooth transition in type is the use of a “spill”. This means setting a given number of lines (which the sub-editor must indicate on the copy) in the larger size across two columns and then continuing the same paragraph in the same size of type set in single-column (see examples at end of chapter).

Down-page double-column introductions do not need to be in as big a type as those above the fold; 9 pt across two columns is sufficient, but for a “top” try to use at least 10 pt × 2 (if available 12 pt, or even 14 pt, × 2 is eye-catching).

If the pages are not to be a mass of grey the sub-editor must ensure that the body text is suitably broken up. The main ways of doing this are:

Crossheads or sideheads: Set in either the black capitals of the body type or a slightly larger type, perhaps of a different fount. These can be marked in copy and later adjusted when the page is made up so that they do not fall awkwardly. Beware of writing a sidehead between a phrase like “Mr Shastri continued:” and the quotation that immediately follows it.

Indentation: This means setting some lines of type slightly narrower than the rest of the text, to throw them up by means of the extra white space, usually on the left-hand side of the column. The most common indentations are:

Indent 2 and 1, i.e. set the first line starting two ems from the left-hand edge of the column and the remaining lines all one em in from the edge.

Indent 0 and 1 (also known as hanging indent or reverse indent)—here the first line is flush with the left-hand edge of the

column and the remainder set one em in.

Indent each side (usually $\frac{1}{2}$ em, or "nut")—this is very suitable for introductions, boxes, and captions, but *less* satisfactory in news story texts.

Tabulation: Very little used but an excellent way of displaying figures, statistics, lists of points etc. in official reports, speeches, documents. Headings of columns within the table should be set in bold; often the table can be set in a smaller type than the text, to accommodate several columns of figures within the normal column width.

Change of type: A useful means both of display and, at times, of saving space. If the body type is 8 pt long direct quotations can be set in 7 pt; in court cases a long list of charges, or names and addresses of the accused, can drop into 7 pt or even $5\frac{1}{2}$ pt.

(Remember the rule about separate folios of copy when a change of type is required.)

Bold paragraphs: A paragraph set in bold type, preferably indented 2 and 1, stands out well, in place of a crosshead. It should be a particularly newsy section of the story, and not too long—say seven or eight lines at the most.

Drop figures: Where several points have to be given, e.g. in a communique or report of major speech, these can be made more prominent by using two line drop figures at the start of each point, with or without a special indent. Do not use brackets with drop figures; either a full point or a dash after the figure is all that is needed.

Paragraphing itself can help to break up a column, but sense must always take precedence over typographical appearance in determining where to start a new paragraph.

Use of space: All these methods of display will be wasted if they are not accompanied by proper leading, i.e. use of white space. The white in a page is just as important visually as the type. If not enough leads are used the effect is a cramped, grey page which is both unattractive and difficult to read.

The answer is to "let in the light" by ensuring that there is plenty of space below the front-page title; between decks of headings; between the headings and their texts; above and below sub-headings; between the end of one story and the heading of the next in the same column; below bylines; and, in moderation, between paragraphs.

Even in simple setting a thin ($1\frac{1}{2}$ or 2 point) lead is needed between paragraphs; with double-column setting the leads should be 3 point. If a paper's setting is by Mono-type or by hand, it is simpler to insert the leads between the paragraphs when the metal is first pulled, or when it goes to the random.

Remember that it is always far easier and quicker to remove one or two leads (from the *end* of a story) than to have to force several into a column when the time comes to lock the page up. On no account must leads be removed from above and below sub-headings; if they are the effect of the "breaker" is negated completely.

The Delhi editions of *The Statesman* are an example of an all too frequent reluctance to use leads; at the other extreme *Searchlight* sometimes uses too many leads which makes for awkward, jerky reading. Once again a measure of experimentation is required in deciding what is the right amount of space to use in a certain position. The main point is to remember that white space

does matter.

(Note.—Papers with a limited range of body types can secure some additional

variety by leading right through the first paragraph of a single-column “top” in, say, 7 pt or 8 pt, to give the effect of a larger type).

Announcing this in the Lok Sabha this evening, Mr Swaran Singh expressed the hope that the cease-fire would take effect “as early as possible”. He added that except for some desultory firing, there had been a “comparative lull” on the Kutch-Sind border for the last 60 hours.

The Foreign Minister, who was replying to a call attention motion by Mrs Renu Chakravarti (Com), declared: “We are prepared to have talks with the Pakistani

“SPILL”
PARAGRAPH

From Our Political Correspondent

NEW DELHI. April 15—India has accepted Pakistan’s proposal for a cease-fire on the Kutch-Sind border to be followed by a meeting at official level “for the restoration of status quo ante”, and thereafter “higher level talks to discuss the boundary question”.

Vietnamese crowd a pavement in Da Nang, South Vietnam, as they turn out to watch a U.S. Marine landing team arrive.—Radiophoto.

I N D E N T
E A C H S I D E

T A B U L A T I O N

| By our own Reporter | 1964 | 1965 |
|--|-------------------|------|
| Provisional road death figures over the four days of Whitsun totalled 84, the same as last year. After a better start than 1964, the numbers gradually increased until on Monday they were 24, compared with 17 last year. | Friday 22 | 12 |
| | Saturday 28 | 26 |
| | Sunday 17 | 22 |
| | Monday 17 | 24 |
| | — | — |
| | Total 84 | 84 |

As the figures are only provisional, the Ministry of Transport will make no comment until it has had more detailed totals and traffic figures. They could for instance, exceed last year’s final figure—102. Mean-time the daily totals so far are:

If it was a bad time on the roads, the railways had much to boast about. British Rail announced last night it carried 377,000 passengers, 6,000 more than last Whitsun without accident. Passengers included hundreds of people held up by the unofficial stoppage of BEA porters and loaders.

CHANGE OF TYPE
(12 pt; 10 pt; 8 pt;)

Kingston (Jamaica),
May 28

The Mountbatten mission on migration has had a less than ecstatic press reception today.

Lord Mountbatten said on arrival that "it is our aim to maintain the greatest possible goodwill with the Commonwealth. That is our sole aim. Neither would we have any form of discrimination in the Commonwealth". But the leading article in the "Daily Gleaner" states:

"For a long time, Britain stood out alone as probably the last gateway of freedom of movement for dark skinned populations. Now, alas, the barriers are up..... It may be that the British Government feels that it must play for time and seek to maintain external goodwill, even though it

INDENT 0 & 1

OSWESTRY (England), Jan 3.—Surgeons yesterday performed the final operation in a series designed to reduce a six-foot-seven-inch teenager to slightly over six feet, says Reuter.

A spokesman for the Oswestry (Shropshire) orthopaedic hospital said last night that everything had gone according to plan and that 19-year-old Ann Rowston was sleeping peacefully.

"However, it will be two or three days

INDENT 2 & 1

Following some startling disclosures made by the arrested person, who has been charged under Section 6 of the Official Secrets Act, the police have caught yet another six, including at least three Central Government employees.

BOLD PARAGRAPH

land to the tillers, he said distribution should be in such a way as would help peasants rear happy families.

The presidential address of Dr. Mrs. Maitreyee Bose was rather hard hitting. With a few apt examples, she presented the grim conditions under which peasants in this State had to labour.

Though the zamindari system had been abolished a long time back, its evil consequence, the landless labourers, continued to stay.

The Defence Minister referred to the explosion of a nuclear devise by China and said that this new development needed to be carefully evaluated from the military point of view.

Cease-Fire Violations By Pakistan

Pakistan, Mr. Chavan said, continued to keep up its violations and intrusions, both along the cease-fire line in Jammu and Kashmir and on the Tripura border.

Soviet Supplies

Referring to his visits to USA, USSR and UK, Mr. Chavan said: 'I can say that our appreciation of the extent and the nature of the Chinese threat and the step which we are taking for our defence build-up are generally accepted by all the three countries'.

Referring recent change in Soviet leadership the Defence Minister said that India had been assured at the highest level that the supplies promised from the Soviet Union

would be contrary to PMC Act, as according to the Act the Corporation was entitled to use the Magistracy and the Police.

Supporting the appointments Dr. Ram Govind Sinha said that by utilising its own magistrate and police, the Corporation would be able to increase the collection.

Mr. Mannas Lal Vyas said that many markets were functioning in the city on encroached lands of the Corporation and the Corporation hoped to remove them with the help of its own magistrate, and police.

Mr. Bihari Lal said that even the ordinary complain of the Councillors were not properly dealt by the Corporation officials.

Earlier Col. Jadav, the Chief Executive Officer said that the District Magistrate, had informed him that no magistrate would be given always for removing unauthorised construction and other works.

He pleaded for the appointment to expedite the works.

The Corporation further passed the resolution to unveil the statue of late Dr. Anugrah Narain Sinha on Tuesday in Kadamkuan Congress Park.

Mr. R. P. Golwara, Mayor presided over the meeting.

↑
(Right) TOO MUCH SPACE →
← (Above) NOT ENOUGH SPACE

HEADLINE TYPOGRAPHY

Whole books have been written on this aspect of sub-editing so that this chapter cannot hope to be exhaustive. It will attempt to lay down some general principles within which to work and identify the main families of type, but the sub-editor should continue his study of the subject in more authoritative works (see bibliography in appendix).

TYPOGRAPHY and lay-out go hand in hand; however limited a paper's technical resources it is possible to achieve a reasonably attractive and eye-catching page, provided care and thought are given to the way in which the "shop window" is laid out.

In using type the two ingredients to strive for are **variety** and **balance**. Some papers pay more attention to variety, others (like the *Hindu*) concentrate on balance. The ideal is a mixture.

Variety can be obtained by using the largest types for the most important stories, and scaling down to the smallest size (10 or 12pt). **Style of headline**: all capitals (now considered rather old-fashioned); all lower-case (the modern trend); or a mixture of capitals and upper and lower case.

There are other points to be remembered.

Weight of type : using bold, light,

condensed, or extended varieties of one or more founts, and the italic versions.

Contrast: mixing different founts of type.

Decks: using two or three-deck headings for a major story and single-deck heads for a lesser one (again, the modern tendency is towards *all* single-deck headings).

Shape of headings: the wording either centred across the width of the column, or with all the lines starting slightly to the left of the column rule, known as "set left".

Balance consists of using type so that a page has unity yet displays the most important stories prominently; the bottom half is not completely overshadowed by the top, nor does one side of the page fall away into non-descript greyness.

The worst designed pages are those that mix too many types. Sports pages are among the worst offenders in this respect.

With language papers the range of type is bound to be much more limited, and the danger therefore is of every heading looking alike. But italic in Hindi (as in the "Maharashtra Times") offers a useful variant.

Another serious shortcoming in many papers is the lack of relationship of the size of heading to the amount of text. *Hitavada* has used six-line headings on stories no longer than a dozen lines; the *Hindustan Standard* will put three lines of 12 pt on six

lines of 7 pt body; the *Times of India* contrived to hold up a two-line 24 pt double-column heading with only ten lines of 7 pt text.

These are just as out of proportion as the five and six-inch stories in the *Statesman* that carry only two lines of 12 or 14 pt capitals, or the half-column "top" in the *Pioneer* that had only four lines of 14 pt.

Similarly the *Patriot*, which uses type imaginatively, undoes some of its good work by failing to indent set-left headings enough. If the heading overhangs the text, to the left, the appearance is clumsy and distracting to the eye. Worse still are some of the strangely shaped headings. (Examples of all these are reproduced at the end of these chapter.)

Headings need to be scaled down in a page from top to bottom, so that, unless there are special make-up reasons (such as tying-on), an 18 or 24 pt single-column heading does not appear far below a 10 or 12 pt. Double-column heads down page will, of course, tend to be larger in size, since the smaller heading sizes (10, 12 and 14 pt) are difficult to read across that measure. Remember, too, that size is not the only consideration; weight is important.

Thus a bold extended fount in 18 pt may look heavier than a 24 or 30 pt condensed of the same, or a matching, fount. The key to successful lay-out and typography is that the type must always fit the make-up, and not the make-up the type.

In this connection it is often effective to have one heading on a page in a completely different type, to make this stand out—provided that the contrast type is used on the right kind of story.

Too many papers persist in capitalising

the first letter of each word in lower-case headings. This is old-fashioned and wastes space; moreover it leads to ugly, tight lines which are difficult to read. Mixed decks of capitals and lower-case are in order, but where two or more decks are all in capitals there must be a proper descent in the size of type employed, e.g. from 36 pt to 24 pt to 18 pt, all across two columns, or from 24 pt to 14 (or 18) pt across a single column.

With mixed decks one can drop from, say, 30 pt capitals to 30 pt lower-case, though 24 pt lower-case is preferable. If extended type is being employed guard against a second deck which, technically smaller, is optically bolder than the deck-above it.

Strap and tag-lines are a useful means of enabling more information to be given to the reader in the heading, but they should not be over-employed. The strap-line, a label or an extension of the main heading should not take up the full width of the column. It should be in a type several sizes smaller and should not read on into the main heading.

Much the same rules apply to tag-lines, i.e. smaller lines set right after the main heading and used to attribute a statement to someone or otherwise to qualify, e.g.

| | |
|--|--|
| India must tighten its belt | Gross waste of public funds |
| —Mr Shastri | —PAC report |

Finally, a brief look at headline types. These fall into four main families:

Blunt serifs, such as Cheltenham, which can be very effective on its own but is not a good mixer;

Rounded serifs, of which the most common are Century and Caslon, the former aptly described as "plain but authoritative",

the latter better in roman than italic;

Hairline serifs, exemplified by Bodoni, the italic of which will mix well with practically any bold roman type.

Sanserifs—clean, bold, and unornamented (as the name implies), they can be used alone—with care—or as a contrast type. The most common are Metro and Tempo, with full range of variations.

Within these families there is enormous choice. Century and Bodoni mix happily and with that combination one of the Sanserifs, e.g. Tempo, can effectively be used for editorial and sports pages, to give these their own character.

Getting to know the “count” for a particular size of headline is something the sub-editor can learn only by practice. Some

offices have heading style sheets, setting out the varieties of heading most commonly used and giving a specimen lines across one and two columns. These are useful in reckoning how many letters and spaces fit into a given size of heading. But there are other factors: the number of wide letters—M, W, N and U—and the number of thin letters—such as I, J, L and T.

Wide letters should be reckoned as one and a half units, and the thin as half a unit each. Punctuation marks, such as quotation marks, colons etc., must also be allowed for; and the space between words must *never* be forgotten.

The conscientious sub-editor will spend time on his headlines and make sure that they fit before releasing the copy to the printer.

Fall In Indo-Pak Rail Passenger Traffic

“The Times of India” News Service

AMRITSAR, May 23 : Rail passenger traffic between India and Pakistan has registered a sharp decline.

NO N-ARMS FOR INDIA, SAYS SWATANTRA M.P.

Mr. N. Dandekar, a Swatantra member of Parliament, said on Sunday that the use of nuclear weapons in war was justifiable morally only if it was strictly defensive, reports PTI.

Mr. Dandekar was speaking on the moral aspects of the use of nuclear weapons in a symposium on the “Problems of peace and nuclear weapons” organized by the International Law Association.

He said he did not believe that India should produce nuclear weapons.

Mr. M. S. Rajan, speaking on the political aspect of the problem, suggested that the question of making nuclear arms should not be treated as closed by India.

Mr. B. R. L. Iyengar, speaking on the legal aspect, said though a defensive war was still permissible, use of nuclear weapons in such a war would be against international law unless resorted to in retaliation.

Bikila To Brave New York City Traffic In 13-Mile Run

NEW YORK, APRIL 15—Abebe Bikila, Ethiopian Olympic marathon champion, will brave New York City traffic in

a 13-mile run from central park to the New York world's fair. Only 70 persons boarded the train to Lahore yesterday as against the daily average of 300.

Observers here attribute the fall in traffic to tension along the Indo-Pakistan border.

Road traffic between the two countries too has dwindled.

Unbalanced

Pak spy ring broken

Our Staff Reporter

A NETWORK of Pakistani agents has been broken up with the arrest of seven persons in the Capital who are alleged to have been passing on military secrets to Pakistan.

The arrest of an employee of a private firm in Punjab on 6 December, near Defence Colony, with certain papers containing military information led the Delhi

Pak Military Planes Stopped From Overflying Indian Airspace

NEW DELHI, May 11,—The Defence Minister, Mr. Y. B. Chavan, told the Lok Sabha today that the Government of India have recently stopped overflights of all Pakistan military aircraft over Indian airspace.

He was making a statement in response to a calling attention notice regarding reported flights of Pakistani planes over Indian territory carrying troops and military equipment from West Pakistan to East Pakistan.

LOK SABHA ADJOURNS

NEW DELHI, May 11—The Lok Sabha today adjourned sine die.—PTI.

New Chief Of Staff Of Central Command

LUCKNOW, Tuesday,—Maj-Gen Kanwar Bhagwati Singh, who assumed charge of Chief of Staff, Central Command, on May 22, is the first Indian Commissioned officer to be commissioned from the Indian Military Academy on February 1, 1935. He, therefore, has the distinction of having his Army Number IC-1.

During his period of service, Major Singh has had the distinction of holding several important appointments. He saw service in Malaya and Burma during World War II. He was Inspector-General of Assam Rifles, the first Director of Infantry, Army Headquarters, and is at present Colonel of Para Regiment. He commanded an Infantry Brigade till his promotion to the rank of Major-General on June 8, 1961, when he took over as GOC, Delhi and Rajasthan Area.

As General Officer Commanding of Delhi and Rajasthan Area, Gen. Singh has commanded the Republic Day parade for the last four years. He took an active part in the civic life of Delhi. He is still the president of the Delhi Race Club and was also chairman of the Durand Football Tournament Organising Committee, which he relinquished on being posted to Lucknow.

EMS ready to disprove Govt. charges

Swaran Singh reports to House

BHUTTO'S CHARGE INCORRECT

Centre studying Giri's report

PAKISTANIS' ATTITUDE TO MOUNTBATTEN

CANCELLATION OF VISIT

Overfull lines

REPORT SOON ON FIFTH STEEL PLANT SITE

Families From E. Pakistan

Unnecessary letterspacing

Slow Progress Of SCIENTISTS DIFFER

Initial capitals unnecessary

Radhakrishnan Plan For Vietnam Difficult Of Implementation

Wrong mixture of type size — and not enough space

**FIRM INDIAN
SHASTRI REJECTS CLAIM
TO ANY PART OF KUTCH
PARLIAMENT RESOLVES TO
REPULSE INVADER
OFFER OF CEASE-FIRE
RENEWED**

**GRAVE VIEW OF
CHOU'S TALKS
WITH SHEIKH
SHASTRI PROMISES
ACTION
SLASHING ATTACK
IN LOK SABHA**

Strap-lines : used correctly

SANYAL MURDER CASE

*NO CONFIDENCE IN
DEFENCE COUNSEL*

*Application Moved By
One Accused*

Strap-lines : used wrongly

*In Areas Having Population
Of Less Than 5,000*

**FAIR PRICE SHOPS IN
U.P. TO BE SUSPENDED**

More misuse of strap-lines

FARM TAXES

**IT IS ALL STATES
OR NONE**

INDUSTRIAL WASTE

**Scheme For Maximum
Use Being Considered**

Lack of proportion in size of decks

BIG FIRE IN SUBZIMANDI

TWO PERSONS TAKEN TO HOSPITAL

Bad mixing of type

CROWD PROBLEM ON H. U. GROUND **Police note to IFA**

Theoretically possible—visually awkward

S P O R T

HOCKEY

M.E.G. Beats Mills in Final

**Manuel Nets
Twice**

(FROM OUR CORRESPONDENT)

KOVILPATTI, May 30.
M.E.G., Bangalore, retained the
G. Kuppusamy Naidu Memorial

PLANNING A PAGE

ANY page of any newspaper should be an invitation to the reader to stop and read it. But just as the guests are not likely to arrive at a party unless the invitations have contained details of the place, the date and the time, so the news page will not succeed in attracting the reader's attention unless care and thought go into the way in which it is presented.

A page can be "thrown together" in the composing room, or it can be assembled by waiting until proofs are available of all the news items, and their headings, and then to cut these out and paste them on a full-size blank page. Both methods are likely to produce dull similar looking pages.

Far better is **actively to plan a page**, i.e. visualising the finished product on paper beforehand, and sub-editing stories (and illustrations) to fit the plan. The actual page plan may be a scale miniature of the full sheet or simply a piece of copy paper roughly divided into the appropriate number of columns, with only the main stories schemed.

Each plan should express the value of each story, arrest the reader's attention and help the reader to find what he wants.

Here are some general principles to follow :

1. The make-up must always suit the news of the day, and not vice versa.
2. Use a page plan—Half-size of the actual page is best.
3. Keep a carbon copy of the plan, both for reference in ensuring that the right size and shape of headlines are written and to enable late changes to be made.
4. Visualise the page as a whole in planning it. Don't leave the bottom half, or any other part, to fill itself.
5. Aim for a combination of variety and balance, remembering that in the modern paper the emphasis has shifted from the vertical to the horizontal. While the top half is the most important there needs to be "strength below the fold." This can be achieved by an "anchor"—either type or picture, across two or three columns.
6. Always mark catchlines and sizes of headings clearly on the page plan. Failure to do so can lead to loss of time and frustration on the stone.
7. In indicating the space required for any story on the page plan be sure to allow for white space in heading, between paragraphs etc.—tend to *over-estimate* slightly rather than allow too little.

Let us now consider how a front, or other main news page might be planned. The stages recommended are:

1. Assuming there is a picture give it a dominating position—and a good size (see chapter on Handling pictures). Mark the number of columns it is across and indicate the depth. If the action of the picture is going one particular way try to ensure that the block will be looking *into* the page, not out of it. Don't be afraid to change the position of the picture in the page; there is no reason why a paper should have a three-column block in columns 4, 5 and 6 every day. Take account of the advertisements on the page, so that these do not "kill" any news picture by virtue of their own illustrations.
2. Next decide the page lead—the most important story, which normally goes on the left-hand of the page. How important it is will influence the amount and weight of type used in the heading. Remember that any headline across more than four columns is difficult to take in at a glance; if a streamer is necessary be sure that the second line is across at least two columns, preferably more.
3. If the lead story is fairly short run the single-column text down one column, preferably the inside (right-hand), so that the shoulder can be used for another good "top". If the lead is longish, you can either double up the text in two even legs or "gammy", with one leg shorter than the other. Make sure that all the text is covered by the headline, repeating the catchline on the plan if there is any chance of doubt.
4. Use a bold heading under the picture, preferably across fewer columns than the width of the picture itself, e.g. a two-column head under a 3-column block.

In deciding this, take into account the amount of caption the picture needs and whether any story has to tie to the picture.

5. Select a good story for the right-hand side of the page, with a bold headline, to give balance to the lead.

6. Now plan the down-page stories, avoiding as far as possible any "boxing off" of the page into visually self-contained sections. Try to get the page to fit together, interlocking like a jigsaw.

7. Avoid having headings side by side as far as possible. They are more difficult to read and make the page more grey. Watch that down-page headings do not level up across the page.

8. Aim for variety down the page—plenty of short stories, for which $\frac{1}{4}$ column is ample maximum length. Relate the size of heading to the amount of text.

9. In planning stories in the shoulders of double column introductions try to use a variation in type, e.g. italic or lower-case for the shoulder head if that on the double column is roman or capitals respectively.

10. Avoid having a picture next to a half-tone advertisement; also don't put a picture or map next to a display box panel, if possible, or even a map immediately next to a picture. The eye is distracted and momentarily does not know which to look at first.

11. Be sure to indicate the number of lines in headings, and the size of type. Mark clearly any unusual variation in make-up, and where column rules are to be broken, or stories tied together.

12. On ugly pages dominated by advertisements use, if possible, a single-column

picture or box panel to make the most of odd horizontal spaces for news.

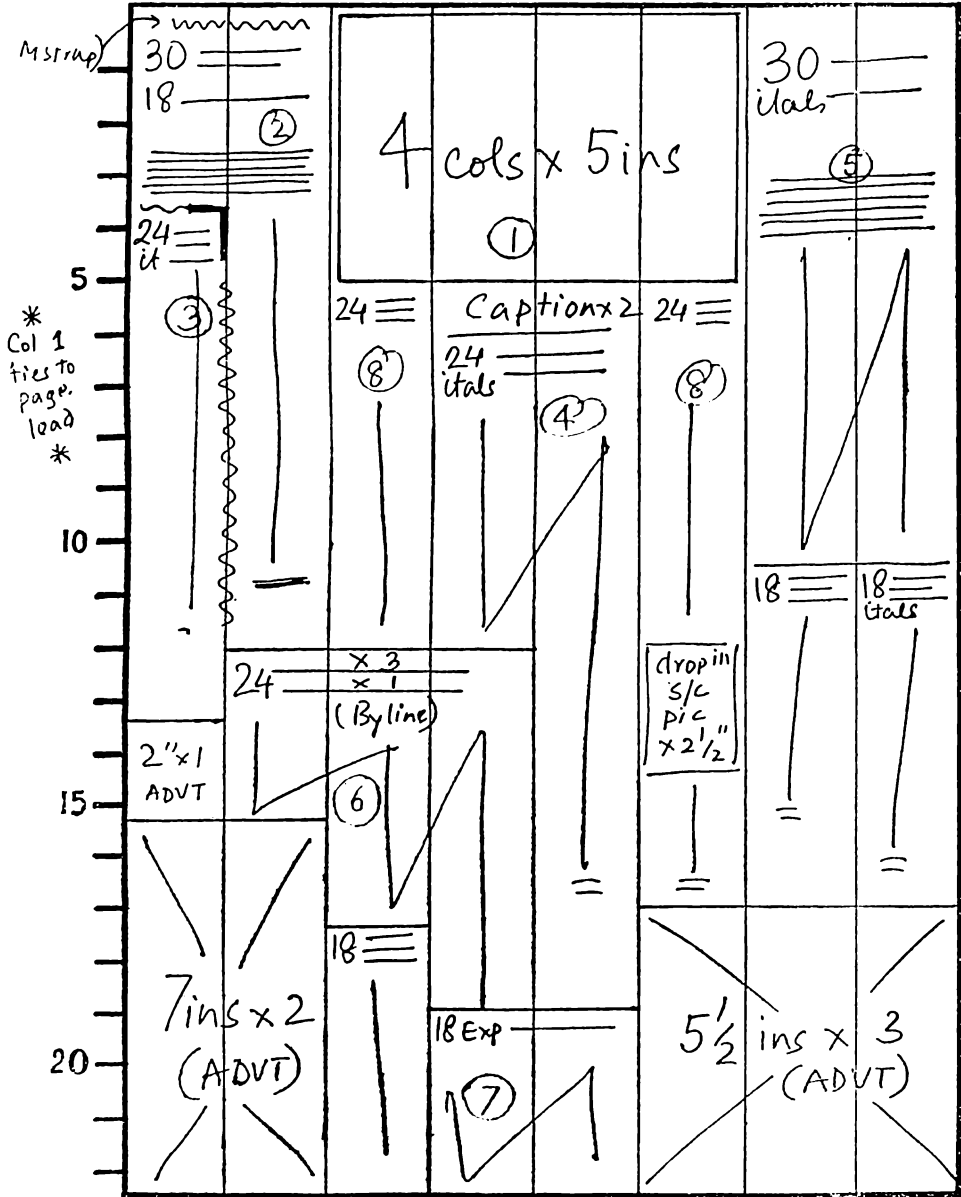
The page plan is complete, and has gone to the printer. Now a new story breaks, which is worth a prominent place on the page. Be prepared to *alter* your plan to accommodate the new story. Alternatively if you know that a story is expected leave a space in the page for it, even though you have no copy when planning the page.

Variety cannot be mentioned too often. If today's front page looks exactly like yesterday's—and tomorrow's—the reader

will begin to lose interest. A newspaper is a living thing, even though life of each issue is short. Try to avoid letting your paper get into a set pattern.

(In the specimen theoretical page plan which follows the size of type for headings has been marked. In some offices code letters (or numbers) are used for different headings; these are, of course, equally applicable on a page plan. Similarly stories may be identified either by their catchlines or by their actual headings—though the use of catchlines is much simpler and more time-saving.)

(Red figures indicate order in page planning)



N.B. Catchlines of stories have deliberately been omitted for the sake of clarity

ROLE OF LOCAL NEWS

WHAT is news ? Wickham Steed, a famous editor of the London Times, defined it thus : “The essence of news is to give timely warning of things that have happened or may happen.” Whether one accepts that definition or not one thing is certain—news is a relative quantity.

What is news in a family letter is not necessarily news for a weekly paper; what is news for a specialised technical magazine is not necessarily news for a daily paper. Yet whatever the yardstick for assessing news, there is on most days of the year far too much news for the pages and columns of any one paper to accommodate. A sub-editor must have, or develop, a news sense—a mixture of inquisitiveness, knowledge, and commonsense. One of his most important functions is to assess the relative merit of an event, a story, in the context of all else that is available to him, and having done so to reduce (or occasionally to expand) that story to the length and prominence which it deserves.

Here the sub-editor comes up against the problem of how to handle local news. Much will obviously depend on his paper's aims and policy. A metropolitan daily, published in several centres, is likely to devote less space to essentially local news than,

say, a much smaller paper, in a state capital or lesser town, which has not the resources to compete with the bigger papers and therefore relies on local news as a main plank in its sales potential. The regional paper, published from one or possibly two centres and coming midway between its metropolitan and local contemporaries, may well give a fair amount of space to local news but, because it aims to cover a wider area, that news may still have to be carefully selected and drastically reduced. The crux is that local news, though it has an important part to play in every paper, must **earn** its space—it must be worth printing, and not merely included because it is local.

Most of the larger Indian daily papers have mofussil pages, reserved for local news and changed from edition to edition each day to enable each area served by the paper to receive a selection of its own news. Much of this mofussil news, as we have already noted, comes from non-professionals who have had no training in journalism and who have only the vaguest idea of what the paper requires and are paid either by the column or by the inch, according to how much of their copy is used each week or month. Their copy is all too often unsatisfactory on any number of counts—far too long, hard to decipher, badly phrased, verbose and unclear, factually incomplete, inaccurate or already several days old when it

reaches the paper. Yet out of all these shortcomings the sub-editor has to fashion some worthwhile stories, discarding liberally the least newsworthy items. How is he to go about this rather fearsome task?

Perhaps the first question he should ask himself of any mofussil copy is: Has this story any wider implications that make it of potentially more than local interest only? If a paragraph records that Ram Singh has been knocked off his bicycle in a road accident the sub-editor will know that at most this merits only a filler or a brief. But if the injured man is Charan Singh, the U.P. Chief Minister, the story may well be worth a place on the front page, at any rate in a Lucknow regional paper. This is not because a Government minister is involved but because the man is likely to be much more widely known by reason of being a minister. (There might also be the question of how a Chief Minister came to be riding a bicycle).

Not all news is necessarily positive; the absence of something or someone can often be news in itself. If the bridegroom fails to appear at a wedding it is more likely to be news than if he duly arrives; if no rain has fallen five days after the monsoon normally begins it is more likely to be news than if it snows in December in Kashmir. (But as soon as the snow blocks roads and cuts communications it begins to affect people and therefore to become news.) Alas, vice is more often news than virtue, though this is no reason why outstanding human achievements should not receive just as much space and prominence as the crimes and depredations that are daily recorded everywhere !

In selecting which items of local news to use and which to discard the sub-editor must have regard for balance. The mofussil page should not be full of items from one area and ignore other areas covered by the same edition without very good reason. Nor should it be devoted to, say, all reports of ministers' and officials' speeches when there is other active news of progress and events. Properly sub-edited and presented, briefs can be a real asset to a mofussil page. Shorter stories will very often have to be re-written completely to get the hard news into the space available. District letters, published once a week or fortnight, are another useful way of serving the reader with news of a particular region.

However well staffed the mofussil desk and however skilled the sub-editors on it, a paper's local news service must depend to a large extent on the attention it pays to its local correspondents. The responsibility for this will probably lie with the news editor, rather than the sub-editor, but the sub-editor can play his part by pointing out both good and bad copy (for praise or criticism); by acquiring a semi-specialised knowledge of an area, its people, and problems, which will help him in handling its news; and by never losing any opportunity for personal contact with an area or a local correspondent. Mr Nehru summed it up when he said: "A newspaper today is seldom taken for its views, but for its news". In a sense any change or decision is news, of a sort; it is the sub-editor's task to judge for whom it is news, and this applies as much to the village panchayat meeting as to the international crisis.

HANDLING PICTURES

THE art of photo editing, like typography, deserves a book in itself. All that can be attempted here is an outline of how to choose pictures for newspaper illustration, how to get the best out of those that are chosen, and how to caption them.

Individual requirements and standards will vary widely from office to office, depending on the skill of the process department, and the availability of staff photographers, the age and quality of the printing presses, and so on. Nevertheless the old Chinese proverb that "one picture is worth a thousand words" still holds good—provided that it is the right picture, properly edited.

Selection. In choosing a picture you must take into account its technical value—how well it will reproduce in the printed page—and its editorial value—how newsworthy it is. Very often these conflict considerably. Most pictures lose detail in reproduction; the amount of detail secured is partly dependent on the screen (i.e. the number of dots per square inch made in etching the block) used. The finer the screen the better the detail—but fine screens are not always suitable for high-speed printing on newsprint, especially the Indian home-produced Nepa. The grey blurs that pass for pictures in the pages of some Indian

wrong screen as of bad choice or editing. Coarse newsprint calls for a coarse screen; for Indian papers 55 screen is often the most suitable. One way of establishing what screen is best is to compare the news pictures with the display advertisements and see which print best. You can be sure advertisers will use the right one for the medium, to get value for the money they are spending.

Beware of flat, greyish pictures; of too much white; of the portrait that "melts" into the background; of landscapes that will be lost in reproduction. Look for the picture with sharp detail, with plenty of contrast both in subject matter and in the shades of grey. Remember too that the technically poor or mediocre picture can still be worth using if it is used large enough; alternatively there may be part of it which, with proper editing, will reproduce well. Glossy prints, at least 10 ins by 8 ins, are the best to work on. Indian photographers often use smaller prints, but unless photographic paper is desperately short this is really a waste, because better results will be obtained from the larger size of print. It is always safer to reduce than to enlarge in making a block. Yet another consideration is that some pages reproduce blocks better than others; find out which and leave the poorer pages without pictures.

A newspaper photograph should tell a story at a glance; it should depict some

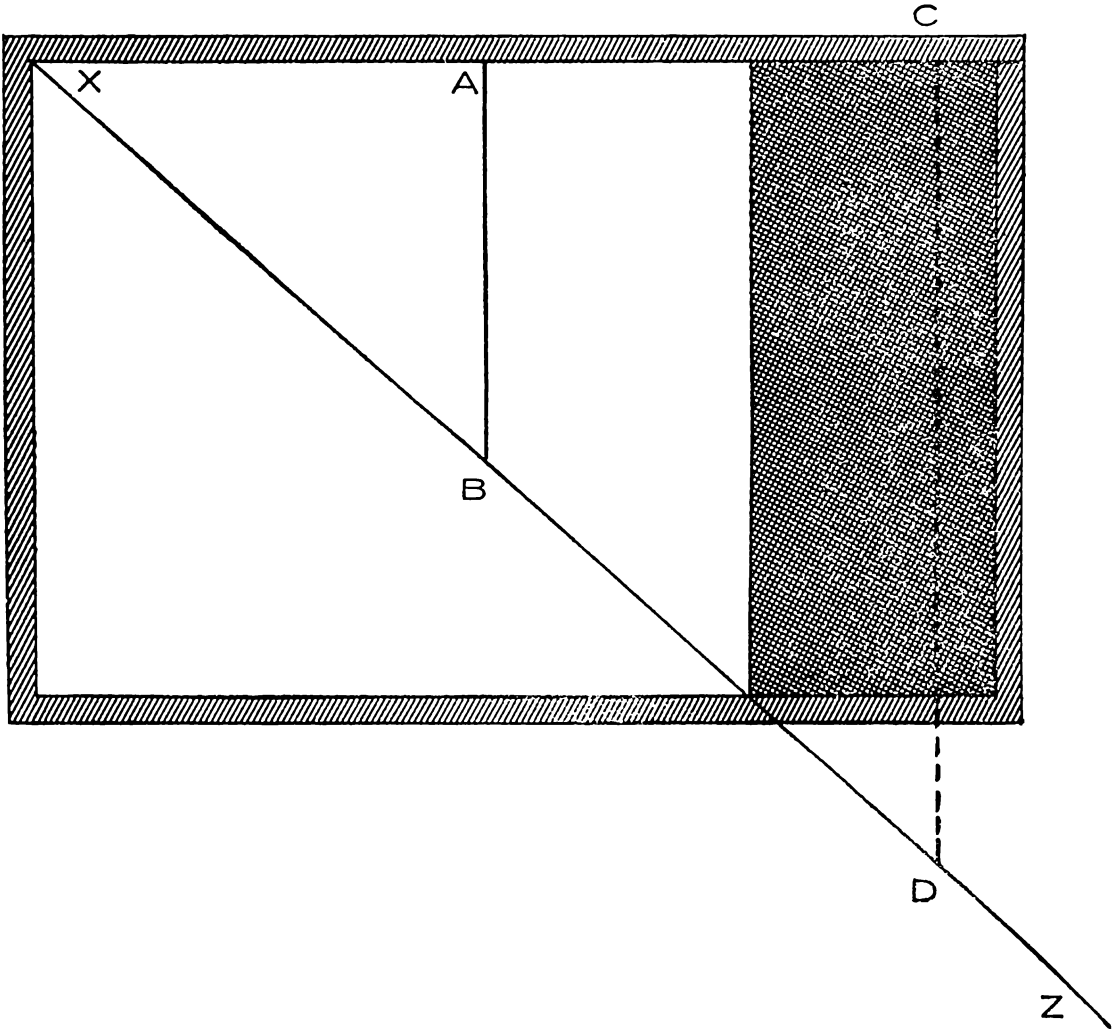
aspect of life happening. The more clearly the reader can see the main point of the event happening the better the picture; therefore concentrate on trying to achieve close-ups rather than general views, with people active, not posed. The photo of a line of university graduates at a degree ceremony may be ideal for their family albums but it is not likely to interest the newspaper reader who does not know them. If, however, one of the graduates is furtively trying to hide, say a balloon behind his robes, a close-up of this part of the picture will at once catch the eye and make the reader want to know what is happening. Curiosity, indeed, is one of the criteria by which to judge a picture's worthiness. Similarly if a picture excites any emotion—anger, fear, sympathy, amusement—it is probably worth using. Equally if it symbolises or sums up the feeling of people (or animals) in a certain situation, or if it tells the reader something worth knowing about them it deserves consideration. But the picture that has none of these qualities to commend it is fit only for the discard basket.

Editing. Having selected a picture the journalist must now get the most out of it. It is not enough to decide that the picture shall be a two or three-column for, say, the mofussil page: it has to be utilised to the best possible advantage. In editing (or cropping) a picture three considerations apply—size, shape and detail. For size the golden rule is “use it bigger than you first thought of”. A decent picture makes a page, especially a front page, but a pokey little illustration is little more than an irritation to the reader and a waste of space. Thus one big picture is generally more successful than two or three smaller ones; it is better to discard the inferior ones and concentrate on the best, reproducing it (or part of it) in striking proportions. In decid-

ing the shape tend to avoid exactly square pictures and go for either shallow, wide illustrations or deep, narrower ones. A long single-column picture is usually effective; so is a deep double-column; while the chance to use a deep three-column should not be missed. Any of these will break a page up well and help the general design of the page. With horizontally inclined photographs always allocate at least three columns, and preferably four—or more if the occasion warrants. Finally detail, which is usually improved by cropping because thereby extraneous detail is lost and maximum space is given to the points that matter. The aim should be to crop so that the essential is dramatised and the non-essential is discarded unless the picture is one where, say, the background adds to the story being told or a subsidiary part of the picture serves to identify some particular place or occasion.

Marking a picture for process is best done on the reverse side, in soft pencil. Be sure first to discount the white border round the print. Next measure off along the top edge the desired width of the block (e.g. if across three columns then, say 5 inches); then draw a diagonal line from top left to bottom right of the portion being used; and finally draw a vertical line, at right angles to the top edge, from the width mark to cross the diagonal. The depth of the block will be the length of the vertical line to the point of intersection. This is for reducing; for enlarging, the procedure is much the same, but the diagonal needs to be continued through the bottom right corner sufficiently for the vertical line, which will start outside the edge of the selected picture area, to meet it. Here is an example;

The light shading represents the border round the print; the shading at right that



part of the picture *not* to be reproduced. Diagonal is line from X to Z; width across three columns from X to A and, for enlargement, across five columns from X to C. Depth 3-and 5-column blocks will be distances from A to B or C to D separately.

Before sending the print to process be sure to mark the required size (e.g. 3 cols X 5 ins.) on it; also the number of the page for which it is required, to help the process department to know in which order to make the various blocks.

It remains to caption the picture. Here the rules for news sub-editing apply equally; a caption should be informative, and not verbose. Short, pithy sentences, of not more than 10 or 15 words have much to commend them. They should answer the questions who? where? when? what? and why? A caption must identify people in the picture accurately and fully. This is normally done by mentioning first the most important person, and then, from left to right, others connected with the event or scene. (The use of arrows etc drawn on the photograph to identify people or objects should be sparing, and reserved for pictures which really require this treatment). It is not enough to say in the caption merely what the reader can see for himself; details or additional information, can be of enormous help. The best way is to imagine that you are describing the picture, or how it came to be taken, to a friend; let your caption say as much as you would need to do to the friend. Here mood can play an important part. A humorous picture deserves a bit of wit in its caption, while one showing disaster or tragedy needs to be couched in language

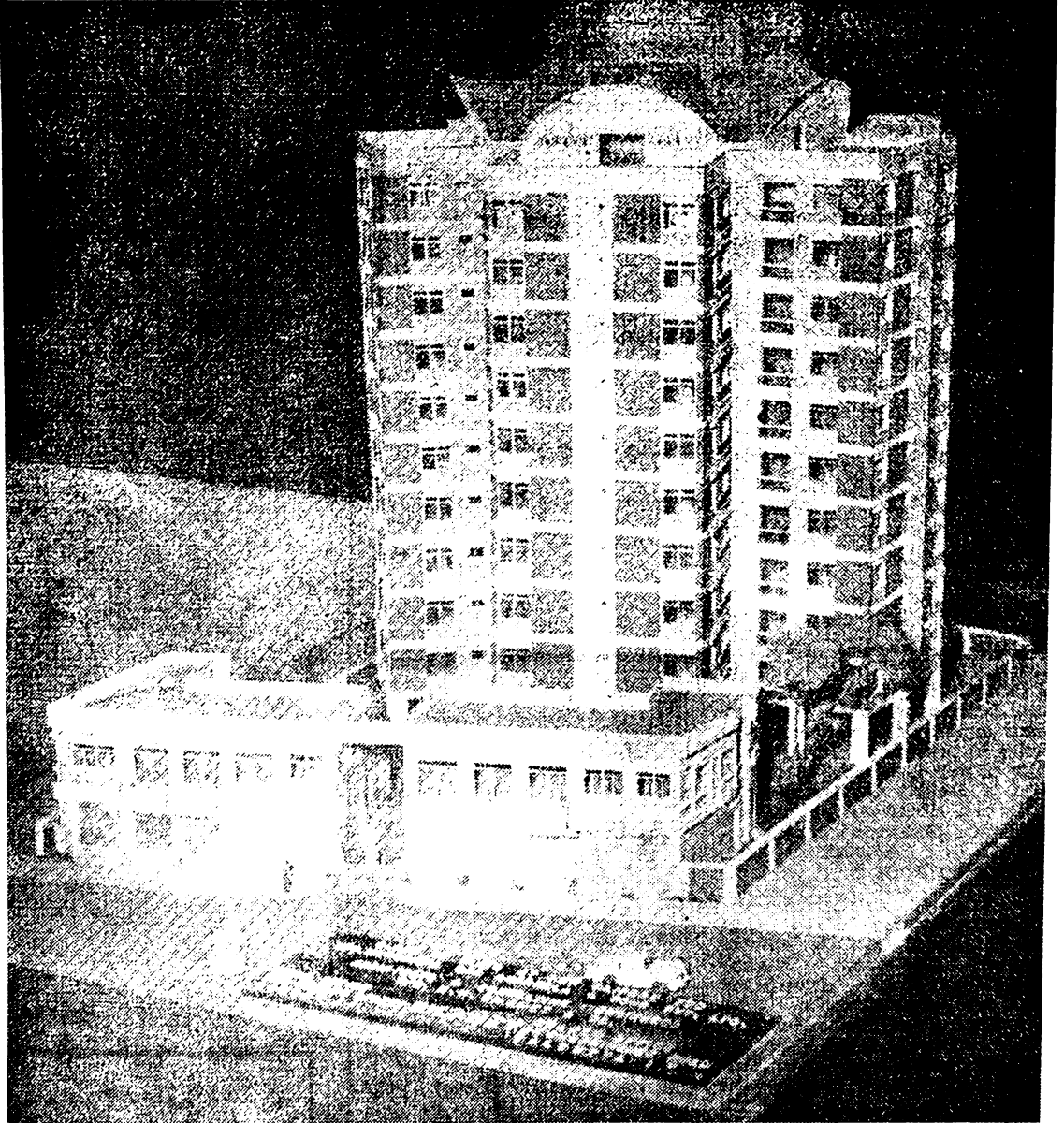
suitable to the occasion, without being maudlin or sentimental.

At all costs avoid using phrases like "picture shows" and "here seen" in a caption; they are an insult to the readers' intelligence. It is also an insult to the reader (even though he may not realise it) to repeat in a caption the whole, or most, of what he is being told in a story tying to a picture. (When facsimiles of a Lincoln death centenary stamp were issued in India in April, 1965, at least two of the Delhi dailies wasted space by carrying both a caption and story each giving all the details of the stamp). Occasionally, where picture and story are tied together, a "bait" caption is justified to make the reader curious, e.g. "the cause of all the trouble" or "Daily occurrence... and disgrace". The caption should appear below the picture normally, because this is where the reader expects it to be. Where more than one picture is used avoid the temptation to identify by clumsy phrases such as "centre in top left picture". This is laziness and likely to alienate the reader.

Captions should be set in a type bigger than the normal body text, preferably at least 10pt and a bold face (or italic provided that the caption is short). Indent each side helps to throw up the caption, where caption and story are combined it is often useful to set in reverse indent. Finally try to use captions to help in design. A three column picture does not *have* to have a three-column caption. If there is a double-column heading below the block, unconnected, try using a single-column caption to create a "step".



Too much white

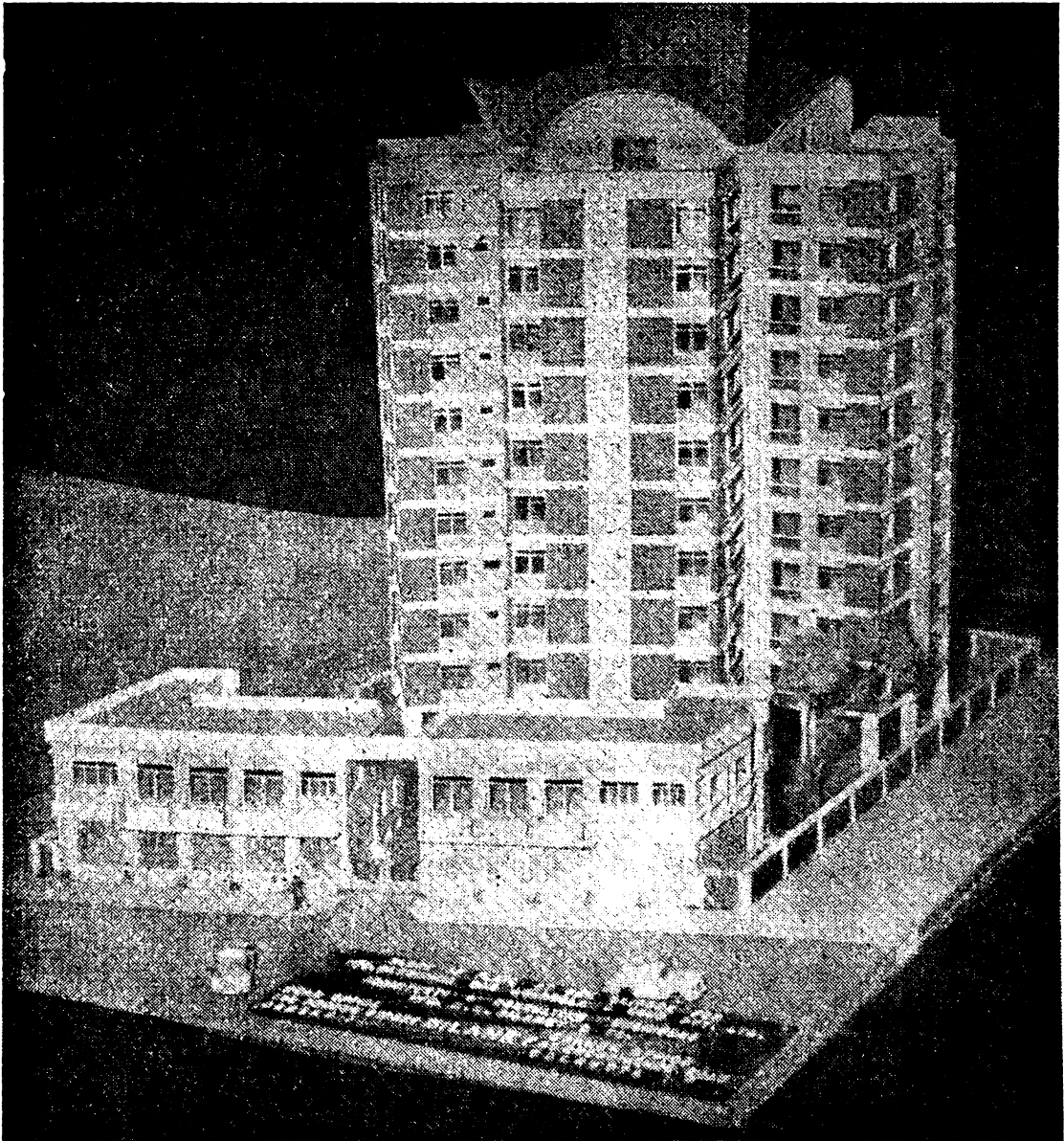


One of the pictures at the exhibition of Indian Institute of Architects at the Calcutta Information Centre on Monday.

STANDARD Photo

PRINTING

Ananda Bazar Patrika





MR. KOSYGIN AT BUCKINGHAM (February 1967)

This was an occasion where only one photographer was allowed; therefore all had to use the same pictures. Most of the group, with the Queen in animated conversation with Mr. Kosygin.

Daily Mail concentrated on Queen and Kosygin, using deep 3-column pic. of them in conversation, with sides cropped close.



The Guardian gave a 4-col. picture of the Duke group, using the whole print.



Daily Mirror cropped off the Duke of Edinburgh, to use an enlarged close up of the facial expressions.

Sunday Telegraph, in a "flash-back" picture later, used same version as *Daily Mirror*, but note effect of cropping more on left (Mr. Kosygin's shoulder) - this focusses attention on Queen and Mrs. Gvishani more, which was the aim, since the picture was on women's page.

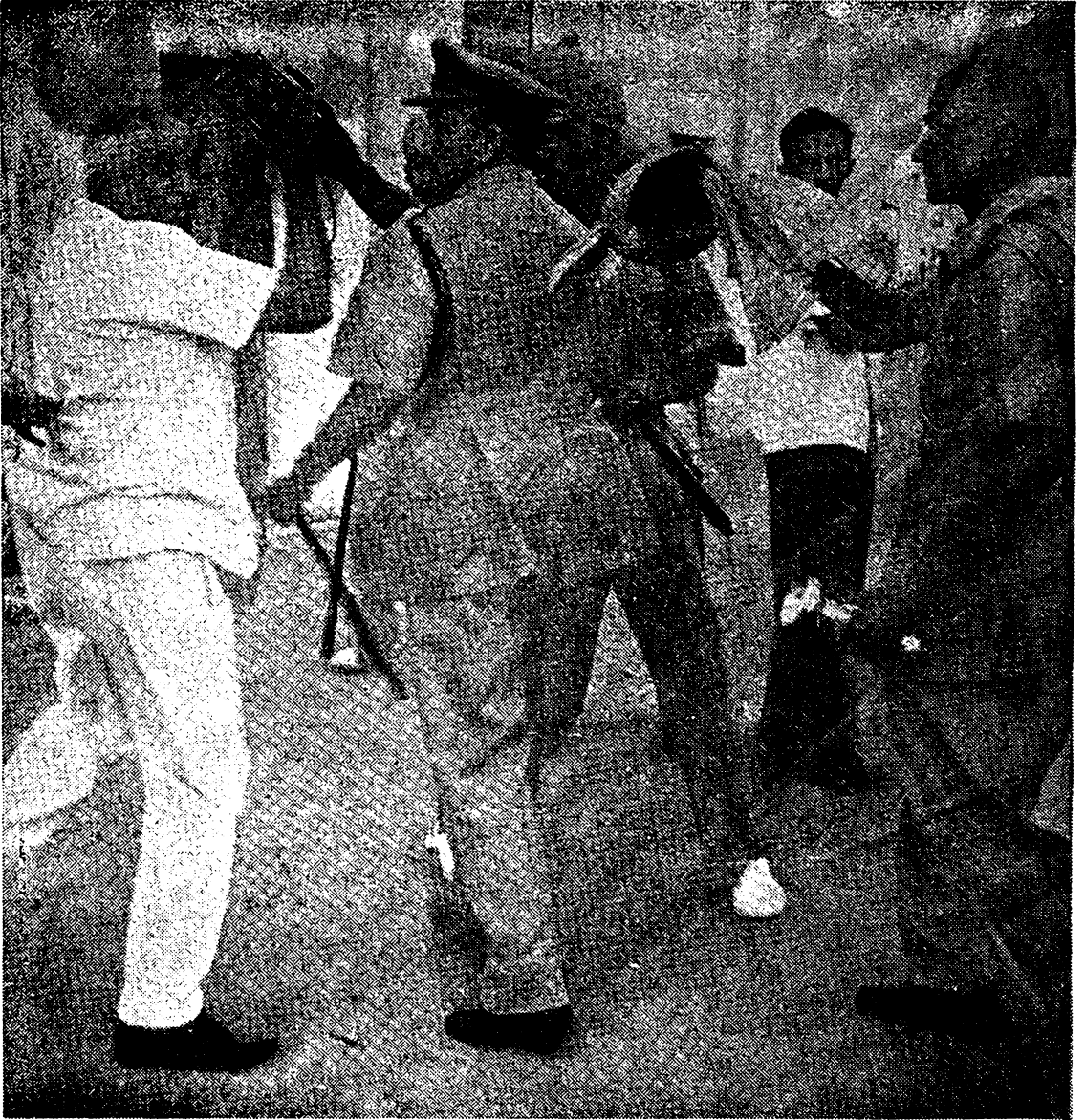


Amrita Bazar Patrika



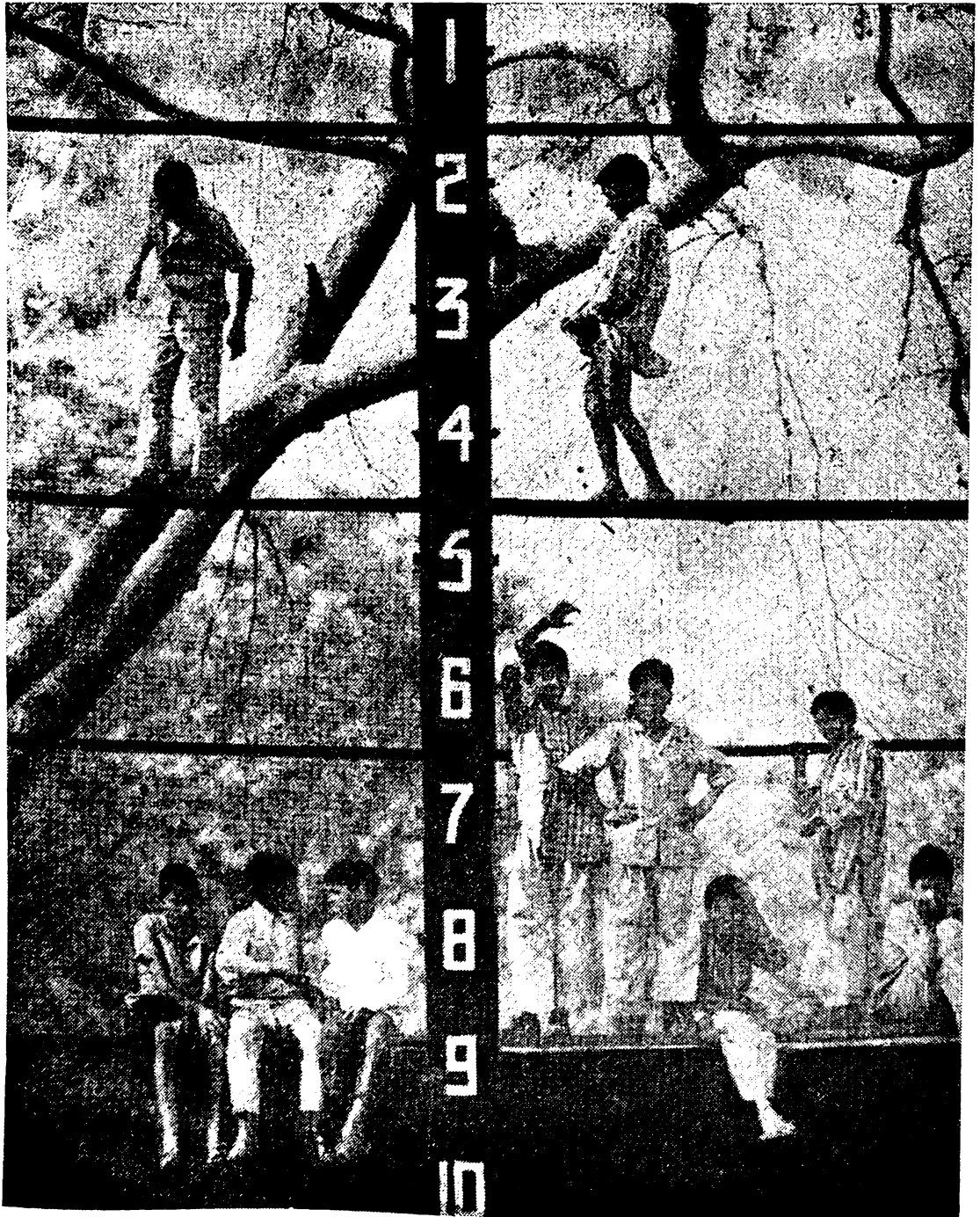
Houses of Hindus of the village of Golapara in the Cooch Behar area were allegedly burnt down by Pakistan miscreants at the instigation of Pak officials. Charred stumps are all that remain of dwellings. Inset, top right, is a party of Mekligunj townspeople who have moved away from the firing area--Photo Patrika

Puzzle picture: inset is not clearly defined



Press photographers and reporters were kept away from Palam airport on Saturday morning when the plane carrying Sheikh Abdullah landed. Above, police are seen snatching the camera from Statesman photographer D. Arjun.

A real action picture



These ten youngsters did not form the team, but were occupying positions of vantage to witness selected Junior Soccer players who are now assembled in Delhi before leaving for Japan.

Imaginative—and different

JACK OF ALL TRADES

ONE of the compensations of working in newspapers is that no two days are necessarily alike; there is always a chance of the unexpected happening. A sub-editor may seemingly spend much of his working life handling the same type of news, or news concerning the same subject or area of the country, but sooner or later he will find himself, quite unexpectedly, having to tackle a completely different situation.

This is why the sub-editor needs to have a little knowledge about most matters and some specialised knowledge about one or more subjects.

In this chapter we shall look briefly at some of the semi-specialised aspects of sub-editing, any of which a normally competent and self-confident sub-editor ought to be ready to undertake without notice and without complaint. Because newspapers still devote so much of their space to it; let us consider first:—

POLITICS. Handling of political news may not be divorced from normal sub-editing but even so it calls for knowledge of the parties, their internal factions, leaders, policies, history and development, and their record.

The sub editor needs, too, to be familiar with the workings of State and Central Governments and with the procedure of Assemblies and Parliament.

In handling political speeches the sub-editor must be scrupulously fair and constantly on the alert for the new point, or the old point made in a new context, or by a new speaker. His job is to sift and sort, and he should try to avoid presenting the reader with the same arguments, made by the same speakers, week after week and month after month.

If he has to sub-edit parliamentary copy he should always identify speakers' parties and give the text of motions and amendments being discussed, as well as the voting figures.

One simple way of making parliamentary reports more attractive visually is to set the names of speakers the first time they are mentioned in either bold upper and lower case or light roman capitals.

Next, **SPORT**, which, it can be argued, has a universal appeal and is therefore worth promoting as a sales stimulus. Here the sub-editor needs to have some idea of how cricket, football, tennis, hockey and the other main games are played; of the terms used in each; of both famous and current players; and of international rankings in

certain games.

He will not make a good sports sub-editor with this knowledge alone, but at least he will be in a position to pull his weight in producing a reasonably good sports page. Basically the rules of news sub-editing and picture editing apply equally to sports pages, though many of the reports may be more descriptive and colourful in character than news stories.

Another page usually found in the back half of the paper is that devoted to **FINANCE** and **COMMERCE**. This can be a daunting task for the news sub-editor, but given commonsense, frequent reference to his own and other papers for guidance, and some aptitude for figures he should be able to hold his own. Accuracy is a paramount need; a wrongly copied figure or the omission of a single fraction can cause widespread alarm and worry to readers. Headlines must be strictly factual, and very often no more than labels. Above all there can be no place for the careless or disinterested journalist on the financial desk.

Newsprint rationing means there are fewer **FEATURE** pages than would otherwise be the case; the dailies can spare only the editorial page for articles and comment each day, apart from Sunday magazine sections and special pages tied to either advertising or some particular occasion.

Nevertheless it is as well for the sub-editor to study feature pages for the various ways in which they can be given their own distinctive character. Here drop letters are in order; slightly more fancy rules and borders can be used; bylines can be made into box panels; bastard setting can be employed; and, if available, bigger type used for the text.

One regular section of the editorial page which is likely to concern the sub-editor is **LETTERS TO THE EDITOR**. Properly handled, these can be as valuable a part of the paper as any. Most letters are improved by cutting and editing—but the writer's sense and argument must not be altered or spoiled thereby.

Carbon copy letters should be discarded, but the letter signed with a pen-name is still worth consideration, provided that the writer's name and address are supplied, though not for publication.

Letters on the same or related subjects need to be grouped together, and on controversial matters a paper must take care to give all points of view if it is to be respected.

Names and addresses should be checked wherever possible, and it is well to acknowledge *all* letters received.

Sooner or later the sub-editor is bound to find himself having to work **ON THE STONE**. There his functions are threefold:

To keep to the time schedule for each page by ensuring that there are no hold-ups in the supply of matter for the forme;

To ensure that the page plans sent to the composing room by the chief sub-editor (or news editor) are worked out as exactly as possible in type; and

To pass the pages finally before they go away to be moulded.

The sub-editor will need to be, or become, on friendly terms with the printer and his staff, while yet retaining his authority; he must have an eye for detail yet be able to work on several pages simultaneously if necessary; and he must have enough initiative to make changes.

In passing pages he should watch for doubles and missing lines; for unfortunate juxtaposition of stories and advertisements (e.g. a lead on smoking and cancer in a page carrying a large cigarette advertisement); and for headlines that may be legally dangerous. He has also to make sure that "must"

stories are accommodated.

He has the job, too, of checking that continuations read on correctly, and that local stories go into the appropriate edition. There is more to stone subbing even than this, but it is an art, or knack, acquired by practice.

RUNNING STORIES

LIFE is never wholly simple. A sub-editor may spend weeks handling clear-cut, straightforward stories until the condensation, rewriting and handling becomes almost mechanical. Then he comes up against either an involved, complicated report or a running story.

The latter is one where fresh information is coming in hour by hour, requiring alteration to facts and figures, bringing new matter to the head of the story, writing different headlines to accord, and revising existing matter.

It is a challenge to the sub-editor to make the best use possible of the information available in the space allowed, against the clock. Disasters; weather stories; major State occasions; elections: all are likely to be running stories.

How is the sub-editor to deal with them?

He must have a cool head, a sense of balance, and the ability to work at speed. Timing is important. It is better to catch an edition with an incomplete story than to produce a masterly account half an hour after the last page should have gone to press.

Where a story is clearly going to alter, the most sensible course is to hold the intro-

duction back as long as possible, and to concentrate on getting the rest of the matter into type. This can be done quite simply by marking the first page of copy

INTRO TO COME—set catch

The sub-editor should make notes of important points as he releases copy to the printer, on which to base his headlines. When the time comes to write the introduction it should be catchlined **INTRO CRASH** (if the story concerns, say, a railway accident) and the last folio marked

END INTRO—PICK UP CRASH— set catch

With a major story it may be necessary for two or more sub-editors to share the copy. In this case it is important to establish right at the start who is handling which aspects, to avoid doubling and confusion. "Takes" of copy should be kept short.

Indentation of some paragraphs, and other methods of display such as change of body type should be used in running stories, and separate catchlines will be needed for parts of the story carrying separate headings (e.g. casualty lists, eye witness accounts, background stories of previous disasters etc).

As proofs of "takes" of the main story come to hand the sub-editor may need to make alterations. If these involve only a

word or a figure they can be marked on the proof; if whole sentences or paragraphs have to be deleted and others substituted it is often simpler to do these as Inserts, on separate paper, marked **INSERT 'A' CRASH** etc. and **END INSERT 'A' CRASH**. The old metal can then be marked for deletion and the position of the insert marked on the proof, and sent to the composing room.

This method of working is not confined to the running story; it is applicable to any story already in type which needs amending, and is known as *rejigging*. Remember to account for *all* old matter in *rejigging*.

Where several related stories are being presented on a page it is often useful to preface them with a factual summary, giving the main point of each. This composite intro (see Chapter 8) can be made out of a paragraph written by each sub-editor concerned; the summaries are then handled and headlined by one man, as a self-contained story.

Here is an imaginary set of news agency messages about a rail crash (the copy has been somewhat abbreviated in the interests of space), followed by the story that was made out of them, in the order the copy was sent to the printer.

RUSH

...Bombay Mail from Calcutta crashed tonight near Jabalpur. Feared heavy casualties.

...Local police official said feared 38 people killed and 56 seriously injured. Three coaches partly telescoped. Main line blocked.

...State Government in Madhya Pradesh declared immediate state of emergency in area of crash to ensure every priority given to treating casualties and dealing with wreckage.

...PTI correspondent at Pipariya telephoned that he had heard from ambulance-man that number of dead was 58 and injured "might run into hundreds". Every available police, fire, and ambulance worker in area being sent to scene of disaster.

...Railway Ministry in New Delhi confirmed that express had left track 60 miles west of Jabalpur (MT). Casualty figures not known yet but believed at least ten killed and 25 injured. Main line closed until further notice between Jabalpur and Pipariya. Minister for Railways flying to Bhopal at once to supervise rescue and relief operations.

...UNI correspondent at Jabalpur telephoning from scene of crash a few miles from Ramgarh (rpt: Ramgarh) said line "resembled a battle field. Bodies strewn all over track and railway embankment". He saw screaming mothers digging with bare hands in wreckage of one third-class coach trying to find their children. Understood those on board train included a party of blind people on way to newly opened home at Jalgaon. Main road blocked by crash.

...Chief Minister in Bhopal expressed sympathy to relatives of the deceased and said M.P. would do all it could to help dependent family.

...Emergency blood service in Bombay has flown 1,000 bottles of plasma to Bhopal for use in treating casualties. Appeal sent out for nurses and first aid workers to augment local hospital staffs.

...Western Railways divisional spokesman said first count showed 27 dead and 45 critically injured. Many others treated for shock and minor injuries

on the spot. Two relief trains taking survivors from Pipariya to Bombay.

...PTI recalls that in 1912 slow passenger train crashed between Jabalpur and Murwara, about 100 miles from scene of today's accident, killing 12 persons and injuring 72. Deathroll in today's disaster likely to make crash worst since 1947 when 48 dead and 103 injured in head-on collision outside Ambala. Inquiry into 1912 accident found that track had been affected by subsidence and recommended more frequent inspection of permanent way in the area.

...One of first survivors to reach Pipariya was 48-year-old Mrs Yajnik, of Allahabad, who was travelling to Bombay to join her son and family. Mrs Yajnik, who was widowed only last month, said : "The train was going round a bend when suddenly there was a terrific crashing noise and all the lights went out. Cases and luggage were thrown off the racks and all over the place, and children started to cry. It seemed an age before we came to a halt, and I found myself on the floor. I saw a window and broke the glass to get out on the track. There I could see in the moonlight, that several coaches behind were half standing in the air, with people hanging out of them, shouting."

...Two hours after the injured began to arrive at Jabalpur town hospital the town's power supply failed for a short time and nurses worked by candlelight and oil lamps. Telephone exchange inundated with calls from people trying to find out whether friends were safe.

...Railway Ministry said first casualty lists would not be issued until tomorrow, to ensure their accuracy. People asked not (rpt: not) to phone or call at railway offices, because no information available.

INTRO TO COME

CRASH 1 & 2

The express, which left Calcutta at (TIME) on (WEDY), was going round a bend when it crashed. Mrs Yajnik, aged 48, of Allahabad, said:

"...Suddenly there was a terrific.....

CRASH 3

Mrs Yajnik, who was widowed only last month, was one of the first survivors to Pipariya, from where rescue operations are being directed. Other passengers on the train were a party of blind people, travelling to a new home at Jalgaon.

(LIKE BATTLEFIELD)

A description of the scene came from the UNI correspondent at Jabalpur who said bodies were strewn about the line which "looked like a battlefield". He saw mothers...

CRASH 4

Many passengers were treated for shock or minor injuries on the spot, according to a Western Railways official. Survivors are being taken on by two relief trains from Pipariya but the main line between there and Jabalpur is closed. So at present is the main road.

Two hours after the injured..... oil lamps.

Meanwhile an appeal had been made for nurses and first-aid workers to augment hospital staffs in the area. The Chief Minister of Madhya Pradesh, (NAME), expressing sympathy with the relatives of those killed, promised that the State would do everything possible to help dependents.

The Railways Ministry asked people not to telephone or call at railway offices because no information about casualties would be made available. The first lists of names will be issued today.

CRASH 6 from raw copy all the time.

Yesterday's disaster may prove to be the worst since that at Ambala in 1947 when 48 people were killed..... The accident occurred about 100 miles from where, in 1912, a slow train crashed, with loss of 12 lives and 72 injured. At inquiry afterwards it was found.....

(end CRASH : poss mflater)

CRASH INTRO 1

12 bold X 2

At least 27 people were killed and 45 critically injured when the Bombay Mail from Calcutta crashed near Ramgarh, 60 miles west of Jabalpur (Madhya Pradesh) last night. Three coaches were partly telescoped.

CRASH INTRO 2

10 bold X 2

Detailed casualty lists will not be issued until today; it is feared that the deathroll may be much higher. One report put it at 38, with 56 injured; a PTI correspondent quoted an ambulanceman as saying there were 58 killed and that the injured "might number hundreds".

CRASH INTRO 3

10 light X 2

First aid and rescue work went on through the night in spite of a power failure at Jabalpur hospital, where casualties were being treated. The State Govt. declared a state of emergency in the area, the Railways Minister has gone to Bhopal to direct relief work, and 1000 bottles of plasma have been flown from Bombay.

end INTRO ; pick up CRASH

REJIGGING

The rail crash story was a running story in which the sub-editor was working

Once the first edition had gone to press he would need to make further alterations and additions to the story by way of rejigging (unless, of course, the new information was so substantially different that it was simpler to kill the existing story and do a complete substitute).

Rejigging is nothing to be afraid of, provided that one golden rule is always observed—*be sure to account for all the existing metal, including headings, in the rejig.*

Clearly the numbering of the folios in a rejig is important; the random must rely on the folio numbering to ensure that new takes, and sections of old metal to be lifted, are assembled in the right order.

Head for Vietnam rejig

24 CBitals u/c X 2

SOVIET WARNING AS U S TROOPS REACH VIETNAM

Here is a fairly simple rejig, which might have been done to emphasise a particular angle in the story:

Vietnam rejig

9 pt X 2

As the United States landed another 4,000 Marines in South Vietnam yesterday, a leading Soviet official gave what observers interpreted as a warning that Russia is prepared for a direct confrontation over Vietnam.

Vietnam rejig 2

7 pt X 1

Mr Alexander Shelepin, a member of the Soviet Communist Party Presidium, said in Moscow (reports AP) that Russia cherished the security of North Vietnam as much as her own. Hanoi could continue to rely on the necessary Soviet assistance to safeguard its security.

~~Russia 'Ready'~~

MOSCOW, May 7: A CPSU leader said yesterday the security of North Vietnam was cherished here as much as the Soviet Union's own.

The statement by Mr. Alexander Shelepin was interpreted by some non-Communist observers as a warning to the United States that the Soviet Union was prepared for a direct confrontation over Vietnam.

Mr. Shelepin, a member of the Soviet Communist Party's Presidium and a party secretary, said Hanoi could continue to rely on the necessary Soviet assistance to safeguard its security.

Mr. Shelepin was quoted by Tass as saying that the interests and security of North Vietnam, Cuba and "any other fraternal country of socialism... are not less cherished by us than our own interests and security."

Mr. Shelepin spoke at a meeting celebrating the 20th anniversary of liberation of Czechoslovakia from Nazi control.

His speech followed hints from some Soviet sources that a new development was possible in the Kremlin policy over Vietnam.

New air base

Meanwhile three more battalions and supporting units of the U. S. Marines, apparently from Okinawa, landed on a remote beach 340 miles north-east of Saigon, to secure an area where a new combat air base is to be built.

~~3 More U.S. Battalions Land In S. Vietnam~~

~~SAIGON, May 7. Three more bat-~~
~~talions and supporting units of U.S.~~
~~marines—more than 4,000 men—land-~~
~~ed in South Vietnam today. They rode~~
~~landing craft onto a remote beach,~~
~~340 miles north-east of Saigon, to~~
~~secure an area where a new combat~~
~~air base is to be built.~~

The new marine landings came as transport planes ferried in more paratroopers of the U.S. army's 173rd airborne brigade from Okinawa. The brigade's 3,500 men are to be divided between the Bien Hoa and Vung Tau air bases.

~~The new marine arrivals apparently~~
~~came from Okinawa.~~

The new marine landing was in an area of Quang Tin province in which there are many Communist Vietcong hamlets. Regular Government forces in the province are outnumbered by Vietcong regulars who have scored a number of recent victories.

The landing brings U.S. marine ground combat strength in South Vietnam to almost 13,000 men.

Some 3,500 leathernecks have been on duty at Da Nang, site of a big air base, and at Phu Bai since last March.

The Quang Tin beach is 60 miles south of Da Nang.

~~The Vietnamese authorities had six~~
~~battalions of their own troops in the~~
~~area and a contingent of banner wa-~~
~~ving schoolgirls at the beach to wel-~~
~~come the marines, it was reported~~
~~here—AP.~~

lift

lift
said
up/

— US Optimistic

A SAIGON, May 14 — High U.S. officers in Vietnam are voicing increasing optimism about the outcome of the anti-Communist war as Vietcong battalions continue to lie low.

A U.S. military source close to the highest U.S. military circles said on Wednesday that he was personally more optimistic than at any time and gave the following reasons for his statement:

The Vietcong are avoiding fights on a large scale. In April the Government won 18 of the 23 significant actions. None of the five Vietcong victories was major.

The numbers of captured Vietcong and deserters are increasing sharply. Government desertion is also quite high but recruitment more than replaces casualties and deserters.

The spokesman, however, warned that the Vietcong could resume furious attacks any time though at present the Communists apparently were having difficult time.

Noting that the rainy season is coming to the delta area, he said the Vietnamese high command is taking precautions. — AP

lift

Note that those paragraphs of the existing story which are to be retained have been clearly marked "Lift". Equally there must be no uncertainty about sections which are to be deleted.

The worst danger in a rejig that is not done properly is that paragraphs are likely to be repeated, either word for word or in slightly different form; another danger is that headlines may be based on paragraphs

that do not appear.

It is therefore always wise to get a galley proof of a rejig before the page is locked up, and make a thorough check.

Where a rejig involves separate stories, from different pages in the paper, it is helpful to mark the origin of the stories (e.g. "from page 3") against the side of the cuttings or proofs in the rijig.

COURTS AND CRIME

VICE tends to make news more often than virtue. The amount of crime news and court reports in Indian papers is appreciably less than in those of some Western countries, but the standard of sub-editing is by no means perfect.

Whatever the American press may do, it is not the function of a newspaper to conduct a public trial—least of all before the court hearing. In handling crime reports therefore the sub-editor must never convict someone of an offence, either by implication or direct statement.

To record that a lorry has been involved in an accident and that “police are pursuing the absconding driver” is, in a sense, to say that the driver is at fault and responsible for the accident. This may well be true, but the driver should have the benefit of the doubt until the facts are laid before a magistrate.

That he has run away may mean no more than that he was frightened; it is a stupid action but not necessarily criminal.

Because the police state that a crime has been committed—for instance, that a man has been stabbed to death—does not alter the rights of the suspected or accused person

to be considered innocent until he has been proved guilty.

It is always possible that the stabbing may have been in self-defence, or aggravated in which case the eventual verdict may be justifiable homicide or manslaughter.

To refer to “the murder” or even “the alleged murder” is therefore unjustified. Many sub-editors seem to think that by inserting the word “alleged” they can then refer to any crime without more ado. This is not so.

Granted, the use of “alleged” goes some way towards meeting the requirement of not presupposing that someone has committed a crime, but it is not an infallible safeguard.

If a Hindu speaker tells a crowd, “Muslims must not be allowed to take over top posts” he may be charged with incitement to racial disturbance, but the issue for the court then will be not whether he said these words but what he meant by them in the particular context. To talk of the “alleged words” would be silly, therefore.

The pitfalls for the sub-editor are many and varied. To pass in copy a reference to someone whom the police want to question as “the chief conspirator” is to prejudge him; he may have some innocent explanation.

In theory, at any rate, anything which a newspaper publishes that is likely to influence or affect the decision of a court is prejudicial to the case of the accused and therefore contempt of court.

How far this is applied in India is not clear—to the writer at least—for there seem to have been few cases of contempt of court since independence.

Reports of court cases should always be fairly balanced between prosecution and defence cases. To give only one side is manifestly to influence the reader into believing a particular assertion, without the benefit of having the other side's view to take into account. This does not mean that prosecution and defence must be line for line the same length, but that no major point is completely omitted—anything that is to the credit of the accused or the detriment of the prosecution, for example.

Evidence must often be summarised; in doing so the sub-editor must take care not to put words into people's mouths.

If a police inspector reads a statement which he claims has been made by the accused, a paper must not report that the inspector "related how the accused..." when what is meant is that the inspector "read an alleged statement in which the accused..." Here "alleged" is essential because the statement may be challenged. A witness should never be said to "admit" something, but to "agree that..."

Writing headlines for court and crime stories calls for special care. Here particularly the accused, or suspected, person must not be prematurely condemned, nor must an alleged offence be turned into a definite one.

Beware of using words like "fraud" and "swindle" in headings; they rarely have any real standing in law, being too wide in application.

Guard also against the lazy way out of adding a tag-line—"court told" after some allegation in evidence. If the tag-line is omitted, or lost, the allegation is completely unqualified and becomes a statement of fact.

A PAPER'S STYLE

NO one can lay down a newspaper's style. An editor, a news editor, or a chief sub-editor may decree that certain words are *not* to appear, or particular ways are to be used to express certain ideas and statements, but the overall style is something that grows and is constantly changing.

The paper that prides itself on a serious, factual, unsensational approach to news will differ in style from the more popular, "racy" paper; the local weekly will probably be less concerned about style than the metropolitan daily. But whatever the style (or absence of it) the sub-editors are directly concerned. Here are some fundamental rules :

GRAMMAR. The text in a paper should be grammatical, whatever the language. Spoken language is looser and less particular than written; in the news columns of a paper sentences should be complete and make sense, verbs should agree with their nouns (e.g. "the children were sitting..." not "the children was sitting..."), and spoken contractions like "won't" and "can't" should not appear unless they are part of direct quotations.

CONSISTENCY. Spellings, phraseology, names and titles should be consistent out

of consideration for the reader. Give ages as "37," or "aged 37" or, "(37)"—but not all three ways at different times.

PUNCTUATION. Commas, full-stops, semi-colons, quotation marks, all matter—and it is the duty of the sub-editor to see they are there. Avoid exclamation marks in headlines, and be sparing in the use of question marks.

LACK OF COMMENT. A newspaper should be primarily concerned with news, not views—and extraneous comment in news stories can destroy much of a paper's authority and reputation for fair reporting. Guard against the odd word introduced into a sentence which adds nothing to the facts, but merely expresses an unattributed opinion, e.g. "the treacherous Pakistani attacks were resumed at dawn."

SIMPLICITY. Generally the simple sentence, which is clear in meaning and easy to understand is to be preferred to the one full of long, abstract, or stilted words (see Chapter 8).

CHARACTER. Do not destroy the character of a good piece of writing simply for the sake of transforming it into a series of "the-cat-sat-upon-the-mat" sentences. A good sub-editor, as has already been mentioned, knows when to leave well alone. Some

advice given to sub-editors on the *New York Times* is worth reproducing:

It is always well to weigh the calibre and care of the writer. Some writers brush words on to their canvasses with gentle precision and the utmost feeling for colour; others spray them on and leave them to drip.

Expert (sub) editing the work of a careful writer needs to hesitate over every change and to try to determine why he wrote as he did. The change may still be desirable, of course, but it will then not be made on the basis of a blind following of 'rules'.

An itchy pencil. . . can cause damage, minor or major. . . It makes a reporter wonder whether his copy is in safe and sure hands. That kind of worry can be destructive of a writer's morale.

CHOICE OF WORDS. Bad style often arises from the wrong use of metaphors and similes. Most of these can be avoided if writers and sub-editors ask themselves, "What is the literal meaning of this word or phrase, which I am using metaphorically".

Thus "bid" is literally an offer of money at an auction and can rightly be used, therefore, in "Congress bid for power in elections" since an election is a form of auction, but not in "Indian bid to conquer Everest" because no one is bidding against someone else. Here "attempt" is the right word.

PARAGRAPHING. Sense should always take precedence over type in paragraphing. Some papers have fairly hard and fast rules about the length of paragraphs; others are content to leave it to the sub-editors.

Ideally a new paragraph should begin when a new idea is introduced—but appearance must be taken into account. So must clarity.

If your office has a style book or sheet, then read it—and re-read it. A paper's style must never be followed unthinkingly, but equally it must not be left to chance.

Achieving the right mean between these two extremes is the mark of a good sub-editor.

Appendix I

LIST OF REFERENCE BOOKS

- | | |
|---------------------------------|---------------------------------------|
| Whitaker's Almanac | Hadyn's Dictionary of Dates |
| Pears Cyclopaedia | Dictionary of National Biography |
| Indian Who's Who | Who's who in the Theatre |
| Keesing's Archives | Burke's Landed Gentry |
| Asian Recorder | Debrett's Peerage |
| Indian Year Book | Commonwealth Universities Yearbook |
| India—(Annual number) | Oxford Companion to Music |
| Indian Penal Code | Crockford's Clerical Directory |
| Criminal Procedure Code | Catholic Directory |
| International Who's Who | Oxford Dictionary of Quotations |
| Who's Who | Brewer's Dictionary of Phrase & Fable |
| Who Was Who | Law List |
| Authors' & Printers' Dictionary | Dod's Parliamentary Companion |
| Guinness Book of Records | Vacher's Parliamentary Companion |
| Roget's Thesaurus | Constitutional Yearbook |
| Writers' & Authors' Yearbook | Medical Directory |
| Fowler's Modern English Usage | Directory of Directors |
| Commercial Guide | The Statesman's Year Book |
| Annual Register of World Events | Bartholomew's Gazetteer |
| The Civil List | Telephone Directories |
| The Army List | Local Municipal Yearbooks |
| The Navy List | State Yearbooks |
| The Air Force List | Oxford English Dictionary |

Appendix II

JARGON AND JOURNALESE

Words used in the wrong sense:

| | |
|--|---|
| aggravate (for "irritate") | alibi (for "excuse") |
| currently (for "new") | excessively (for "exceedingly") |
| extend (for "test severely") | following (for "after") |
| fruition (for "realisation") | function (for "event") |
| gutted (for "burned out") | hectic (for "exciting") |
| hero (for "person concerned" unless he really is heroic) | implement (as verb-except in technical sense) |
| infer (for "imply") | initiate (for "establish") |
| intensive (for "intense") | intrigue (for "interest") |
| oblivious of (for "forgetful of") | phenomenal (for "remarkable") |
| practically (for "almost") | presently (for "now") |
| sensational (for "exciting") | to shock (for "to strike") |
| tidal wave (for "unusually large wave") | to warn (as intransitive verb) |

Cliches, outworn metaphors:

| | |
|---|--|
| aegis ("under the aegis of...") | bombshell (out of date) |
| aftermath (except for a second mowing of grass) | cloudburst (for "heavy rain") |
| burst into flames (for "catch fire") | dash (for "hurried journey") |
| colourful (for "interesting") | hail from (for "come from") |
| decimate (unless one in ten is actually destroyed) | headache (for "problem") |
| holocaust (unless total destruction by fire is meant) | involved (for "affected") |
| marathon (except for the athletics event) | meticulous (for "careful") |
| parley (for "conference") | Mecca (as in "Mecca of shoppers") |
| protagonist (except for leading actor) | personnel (for "staff") |
| reduce to matchwood (in crashes) | reveal (for "state") |
| thunderbolt (of destructive lightning) | shambles (unless there is a great deal of blood) |
| auspices ("under the...of") | uplift (as a noun) |
| bid (for "attempt") | |

Unnecessarily ornate or affected phrases

| | |
|---------------------------------|--------------------------|
| the best of health | for good health |
| cannot be too over optimistic | cannot have much hope |
| coincident (al) with | at the same time as |
| convey | take |
| decease | death |
| demise | death |
| disassociate | dissociate |
| fatality | for fatal accident |
| impossible of discovery | cannot be found |
| missive | letter |
| pay tribute to | praise |
| portfolio | department |
| prior to/preparatory to | before |
| progress to | reach |
| proceed | go |
| seating accommodation | seats |
| short supply, in | scarce |
| subsequent to | after |
| in the vicinity of | near |
| wend one's way | go |
| sustaining injuries | was hurt/got hurt |
| abrasions and contusions | scratches and bruises |
| in poor circumstances | poor |
| succumbed to his injuries | died |
| made good their escape | escaped |
| expensive | dear/costly |
| purchased | bought |
| is of the opinion | believes |
| the capacity for implementation | what can be done |
| draw the attention of | remind |
| sufficient consideration | enough thought |
| under active consideration | being considered/studied |
| with the minimum delay | as soon as possible |
| was in collision with | collided with |

Verbiage and vagueness

Adverbs such as unduly, relatively, quite, fairly and comparatively should always be looked upon with suspicion, since they are often meaningless. Many vague adjectives

e.g. considerable, appreciable and substantial, are all too popular. Among the many words and phrases that are usually superfluous or can be replaced by one, shorter word are the following:

| | |
|------------------------------|-----------------------------|
| all too (with adjective) | along the line of |
| as a result of | as regards |
| as to | in a number of cases |
| in connection with | in order to |
| in regard to | in relation to |
| in the case of | in the event of |
| in the majority of instances | in the matter of |
| in the neighbourhood of | in the region of |
| large proportion of | of the order of |
| only too (with adjective) | regarding |
| vast majority of | with a view to |
| with reference to | with regard to |
| with respect to | with the result that |
| on the part of | in spite of the fact that |
| owing to the fact that | from out of the |
| a portion of | as at |
| as from | in many cases |
| an entire absence of | on account of the fact that |
| practically anterior to | previous to |

Some phrases to avoid

"to gift" as in "Television equipment gifted by Bonn....." Say "given"; "gift" is a noun, *not* a verb.

"till" as in "Till last night no arrests had been made." This suggests that later arrests were made. Say "up to" or "last night no one had been arrested."

"One" as in "One foreigner jailed". "One" is not a substitute for "a" or "an". Often it is unnecessary sometimes another will replace it well. "One" is misused and overworked in many Indian papers.

Appendix III

EXAMPLES OF SUB-EDITING

The Original Story

PRESS TELEGRAM

Bgxq 1915 Aq 2 P.R. John, Trivandrum
31 P 1/3 W 457 Manorama Kottayam

Govt. have constituted vigilance commission for state headed by vigilance commissioner **stop** Vigilance commission will have powers to undertake inquiry into any transaction in which a member of a state service or a member of an all-India service holding post under the state is alleged to have acted for an improper purpose or in a corrupt manner **stop** Commission has also been empowered to cause an enquiry or investigation to be made into any complaint that such a member has exercised or refrained from exercising his powers for improper for corrupt purposes or any complaint of corruption misconduct lack of integrity or other kinds of malpractices or misdemeanour on part of such a member **stop** It can call for reports returns statements from all departments under state govt. to enable it to exercise general check and supervision over vigilance and anticorruption work in departments **stop** It will have also powers to take over under its direct control such complaints, information or cases as it may consider necessary for further action **stop** In any case where it appears that dis-

cretionary powers have then exercised for an improper or corrupt purpose the commission will advise the govt regarding action that may be taken against the officer concerned **stop** If it appears that the procedure or practice in any matter is such as affords scope or facilities for corruption or misconduct the commission may advise that such procedure or practice be appropriately changed **stop** Govt. have directed that the commission need not entertain anonymous or pseudonymous petitions or allegations for enquiry against govt. servants **stop** Vigilance commissioner who will be appointed by governor of state will not be removed or suspended from office except in the manner provided for removal or suspension of the chairman or a member of the state public service commission **stop** He will hold office for a term of three years or till he attains the age of 62 whichever is earlier and on ceasing to hold the office of vigilance commissioner he shall not accept any further employment under the state or union govt or accept a political public office **stop** Vigilance commission will for the present be attached to the home dept. of the secretariat but in the exercise of its powers it will not be subordinate to any dept. and will have

the same measure or independence and autonomy as the state public service commission stop

Vigilance commissioner will be responsible for the proper performance of the duties and responsibilities assigned to the commission and for generally coordinating the work of and advising the departments in respect of all matters pertaining to the maintenance of integrity in administration stop Vigilance commission will take the initiative in prosecuting persons who are found to have made false complaints of corruption or lack of integrity against the Government officers stop

ends 2035

Subbed Version

(from our own correspondent)

Trivandrum, May 31.

The Govt. have set up a Vigilance Commission for Kerala, headed by a Vigilance Commissioner. The Commission will have power to inquire into any transaction in which a member of a state service, or a member of an all-India service holding a post under the state, is alleged to have acted improperly or corruptly. The Commission is also empowered to investigate any complaint that such a member has exercised or refrained from exercising his powers for improper for corrupt purposes or any complaint of corruption, misconduct, lack of integrity, or other malpractice or misdemeanour on his part.

It can call for reports, returns or statements from all departments under the state govt. to enable it to exercise general supervision over vigilance and anti-corruption work in the departments. It will also be able to take direct control of any complaints, information or cases which it may consider require further action.

Where it appears that discretionary powers have been exercised for an improper or corrupt purpose the commission will advise the Govt. on action that may be taken against the officer concerned. If it appears that the procedure or practice involved makes corruption or misconduct possible the Commission may advise that it be changed.

The Government have directed that the commission need not entertain anonymous or pseudonymous allegations against govt. servants.

The Vigilance Commissioner will be appointed by the Governor for three years or until he reaches the age of 62, whichever is earlier. On ceasing to hold office the Vigilance Commissioner will not be eligible for any further employment under the State or Union Govt. or to accept any political public office.

The Commission will be attached initially to the Home Dept of the Secretariat but in exercise its powers it will have the same independence and autonomy as the State Public Service Commission.

The Commission will take the initiative in prosecuting anyone found to have made a false complaints of corruption or lack of integrity against Government officers. (ends)

The Original Story

Calicut, June 10

With the very setting in of Monsoon, Olavanna Panchayat, a suburb of Calicut has been flooded.

Compounds and paddy-fields on either banks of the river Manipuzha as well as Panchayat Roads are under water now. Though not yet serious as last year's flood, water is rising to the great anxiety of people.

Pallippuram, Iringalboor, and Kotal areas in Olavanna have also been submerged.

So making fibre out of coconut husks, the main occupation of the people there, stands stopped for the last two days. It has become impossible to take soaked husks from the river and beat the husks into fibre.

The road between Kunnathpalam in Olavanna and Kazhampram is under water now. Similarly, traffic on the Panthirankav-Kunnath-Palam road has been dislocated due to the flood. Now people go by country boats to and fro between these places.

The worst-affected place is Anthiramkav-Kazhilamatam area. Water has risen to such an extent that river and land are not distinguishable from one another. Paddy fields are all under water. The only sign distinguishing land from the river is the coconut trees. A stranger will think that the submerged fields are only part of river.

Though the low-lying areas have been submerged, people have not vacated from the place, according to the President of the Panchayat. The irrigation department has been requested to remove the temporary bund which had been erected near Kunnathpalam to check saline water.

Subbed Version

(By a Staff Reporter)

Calicut, June 10

With the arrival of the monsoon, Olavanna Panchayat, a suburb of Calicut, has already been flooded.

Compounds and paddy-fields on both banks of the river Manipuzha, as well as Panchayat roads, are under water. Though the situation is not yet as serious as last year, the level of the water is causing great anxiety. Pallippuram, Iringalboor, and the Kotal area in Olavanna have also been submerged.

Making fibre out of coconut husks, the main occupation in the district, has been impossible for the last two days, because the soaked husks cannot be taken from the river for beating into fibre.

The road between Kunnathpalam in Olavanna and Kazhampram is submerged, and traffic on the Panthirankav-Kannathpalam road has also been dislocated by the flood. People have to go by boats between these places.

The worst-affected area is Panthiramkav-Kazhilamatam, where the water has risen so much that river and land are indistinguishable, save by the coconut trees. Paddy fields are all under water.

Though the low-lying areas have been submerged, people have not yet moved out, according to the president of the Panchayat. The irrigation department has been asked to remove the temporary bund erected near Kunnathpalam to check saline water from encroaching. If the bund is not removed, the water level may rise still further. (ends)

Appendix IV

WORDS WORTH WATCHING

Always try to write simply and clearly. The words and phrases below can usually be avoided in favour of the shorter, simpler alternative.

| | | | | | |
|------------------------------|-----|-----------------|--------------------------|----------|-------------|
| Sustaining injuries | ... | was hurt | the capacity for imple- | what can | |
| on the part | ... | by | mentation | be done | |
| abrasions and | | scratches | of the order of | about | |
| contusions | ... | and bruises | draw the attention of | remind | |
| in spite of the fact that | ... | although | sufficient consideration | enough | |
| commencement | ... | start | | thought | |
| succumb to injuries | ... | die | inform, acquaint | ... | tell |
| made good their escape | ... | escaped | at present | ... | now |
| preparatory to/prior to | ... | before | at an early date | ... | soon |
| in the majority of instances | | mostly | proceed | ... | go |
| large proportion of | ... | many | residence | ... | home |
| his experience was of | | he was | reside | ... | live |
| a terrifying nature | | terrified | under active | | being |
| the deceased | } | USE THE NAME | consideration | ... | considered |
| the defendant | | | in addition to | ... | besides/as |
| in the neighbourhood of | ... | near/almost | | | well as |
| with the result that | ... | so that | with the minimum delay | ... | as soon as |
| in the event of | ... | if | | | possible |
| owing to the fact that | ... | because | a portion of | | some |
| continue to remain | ... | stay | accommodation | ... | seats/rooms |
| majority of | ... | most/nearly all | as at | ... | on |
| expensive | ... | dear, costly | as from | ... | from |
| is of the opinion | ... | believes | as to | ... | about/of |
| carry out | ... | do | in many cases | ... | often |
| in poor circumstances | ... | poor | was in collision | | collided |
| in the field of | ... | in/with | with | | with |
| assistance | ... | help | implement | | carry out |
| make a request | ... | ask | an entire absence | | |
| the result so far achieved | ... | the results | of | | no |

| | | | | |
|-------------------------|----------------|--------------|-----|------------------|
| on account of the fact | | oblivious of | for | forgetful of |
| that | | since | | remarkable |
| owing to the fact that | | because | „ | exciting |
| in addition to | | also | „ | thief |
| prior/previous to | | before | „ | attempt |
| participate | | taking part | „ | interesting, or |
| | | (or share) | | full of incident |
| the best of health | ... | good health | „ | problem |
| demise | ... | death | „ | careful |
| impossible of discovery | ... | cannot be | „ | conference |
| | | found | „ | state |
| pay tribute to | ... | praise | „ | plan |
| in short supply | ... | scarce | „ | limit |
| in the vicinity of | ... | near | „ | avert |
| wend one's way | ... | go | „ | great/big |
| subsequent to | ... | after | „ | partly |
| needless to say | } ... THEN WHY | SAY IT? | „ | champion |
| interesting to note | | | „ | number |
| only too willing | ... | willing | | |
| mass meeting | ... | meeting | | |
| the remains | ... | the body | | |
| terminate | ... | end | | |
| bifurcation | ... | division | | |
| fissiparous | ... | separatist | | |
| veracity | ... | truth | | |
| affluent | ... | rich | | |
| conflagration | ... | fire | | |
| illuminated | ... | lit(up) | | |
| edifice | ... | building | | |
| vituperative | ... | abusive | | |
| a period of four months | ... | four months | | |
| weather conditions | ... | weather | | |

WORDS USED IN THE WRONG SENSE

| | | |
|-------------|-----|-----------------|
| aggravate | for | irritate |
| alibi | „ | excuse |
| currently | „ | now |
| excessively | „ | exceedingly |
| gutted | „ | burned out |
| hectic | „ | exciting |
| infer | „ | imply |
| initiate | „ | establish/start |
| intensive | „ | intense |
| intrigue | „ | interest |

INVOLVED means intricate, complicated, entangled. Why overwork the word, e.g. "A merger involving Rs. 5 crores" or "A thousand employces are involved". Find the word that will tell the reader more.

TO HELP. Not "to help do" something but "to help to do....."

TRY. Not "try and win" but "try to win".

SIDES. You can stand on *either* side of the road, but troops or police line *both* sides, or *each* side, if you mean two sides.

HALF. Cut something in *two*, or in *halves*, but not in half. There are two halves, so you can halve something, or reduce a quantity by half.

LESS, FEWER. "Less than" relates to bulk, size or degree. For numbers use "fewer than," e.g. "fewer than 20 people attended..." but "less than a quarter the size..."

ANOTHER. Don't say "another 40" if the reference is to a previous 30, say "40 more" or "another group numbering 40" etc.

ON/UPON. Nine times out of ten "on"

is better. If in doubt ask yourself what you would say in conversation.

AGAIN. Means "once more." Use either, but don't write "once again"—it means "once once more."

EXPECT. Don't "expect" if you fear or dread. You have reason to expect. There is also a gleam of hope in it. "Anticipation" may be bright or gloomy. You don't "expect" another world war in five years. You dread the thought.

Appendix V

BIBLIOGRAPHY

"Journalism is being and doing, not theorising". A Second World War refresher course in Britain began with these words, and 25 years later they still hold good. Nevertheless the journalist can gain, both in knowledge and understanding, from reading, so that some suggestions seem in order. Without any doubt the three books to be mentioned first, and commended for thorough study, are:

| | | |
|----------------------------|-------------------|-------------------------|
| The Active Newsroom | ed. H. M. Evans | I.P.I., Zurich |
| The Practice of Journalism | ed. Dodge & Viner | Heinemann |
| Newspaper Design | Allen Hutt | Oxford University Press |

Thereafter the choice is a wide one, and no list can be exhaustive. Here are some suggestions, intended primarily for sub-editors:

| | | |
|-------------------------------|------------------|----------------------|
| History of the Press in India | S. Natarajan | Asia Pub. House |
| A Guide to Printing | Wm Clowes | Heinemann |
| 500 Years of Printing | S.H. Steinberg | Penguin Books |
| The Use of Type | J.R. Biggs | Blandford |
| Introduction to Typography | Oliver Simon | Faber/Penguin |
| Journalism as a Career | Francis Williams | Batsford |
| The Professional Journalist | John Hohenberg | H. Holt & Co. |
| New Survey of Journalism | G.F. Mott | Barnes & Noble |
| Problems of an Editor | Linton Andrews | Oxford Univ. Press |
| Copy Reading & News Editing | Taylor & Scher | Prentice Hall |
| Essential Law for Journalists | L.C.J. McNae | Staples |
| Creative News Photography | Fox & Kern | Iowa State Univ. |
| Press Photography in Practice | N.K. Harrison | Fountain |
| Watch Your Language | T.M. Bernstein | (New York Times) |
| The Complete Plain Words | Ernest Gowers | H.M. Stationery Off. |
| ABC of English Usage | Treble & Vallins | Oxford Univ. Press |
| The King's English | HW & FG Fowler | Oxford Univ. Press. |

MICHAEL HIDES

Chief Sub-Editor in London of "The Guardian". Aged 40. Entered journalism in 1943. After military service and working on local weekly series near Manchester, and "Cooperative News," Manchester, joined Manchester office of the "Daily Telegraph" as sub-editor in 1949. Moved to the then "Manchester Guardian" early in 1951 as news sub-editor. Appointed chief home copytaster in 1953. In 1960 undertook training of new sub-editorial staff in preparation for "The Guardian", London printing. Moved to London in July, 1961, as deputy chief sub-editor. Appointed chief sub-editor in May, 1963.

Former chairman and secretary, Manchester branch, National Union of Journalists; member of NUJ Appeals Tribunal.

Was consultant with the Press Institute of India in 1965.



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