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# NEWS

## **INFORMATION –**

- **NEW**
- **UNUSUAL**
- **PROMINENT**
- **HUMAN INTEREST**





# DEFINITION

➤ “Everything which is extra-ordinary and unusual is called news”

- William Stead

➤ “What you see is news, what you know is background, what you feel is opinion.”

-Lester Markel



# TYPES OF NEWS



**HARD NEWS**



**SOFT NEWS**





# ELEMENTS OF NEWS

- **TIMELINESS**
- **Proximity**
- **Immediacy**
- **Prominence**
- **Human interest**



# NEWS VALUES

- **ACCURACY**
- **OBJECTIVITY**
- **BALANCE**
- **CLARITY**
- **IMPACT**