

**SALAHADDIN UNIVERSITY
KURDISTAN – ERBIL
COLLEGE OF ARTS
DEPARTMENT OF MEDIA -EV
MEDIA CONCEPT -SUBJECT
SECOND - STAGE**



زانكۆی سه‌لاحه‌دین - هه‌ولێر
Salahaddin University-Erbil

Terminologies of media

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For Second Stage media department

Outline

- Picture editor
- Production manager
- Department editors
- Yellow journalism
- news paper
- news room

Picture editor(Photo editor)

- They are in charge of coordinating photo assignments by selecting, editing, and positioning photos, and publishing images in print publications and on the web(Bella,2020).
- Photo editing is a dynamic job that requires excellent visual, communication, and organizational skills, as well as a strong adherence to deadlines.

- Photo editors **work for** newspapers, magazines, websites, and other publications.
- **Job Responsibilities**
 - All photo editors generally **identify** photography needs, **assign** projects to photographers, **review** images, **edit** and **manipulate** photos, and **approve** images for publication and dissemination.
 - Photo editors often **manage** multiple staff members and **oversee** their workloads to ensure deadlines are met(Bella,2020).

Production manager

- Media production managers work behind the scenes in film, television, radio and video. They play a key role in program production by organizing schedules, budgets and people.
- The production manager generally is responsible for budgeting, scheduling work, and coordinating the various production departments.

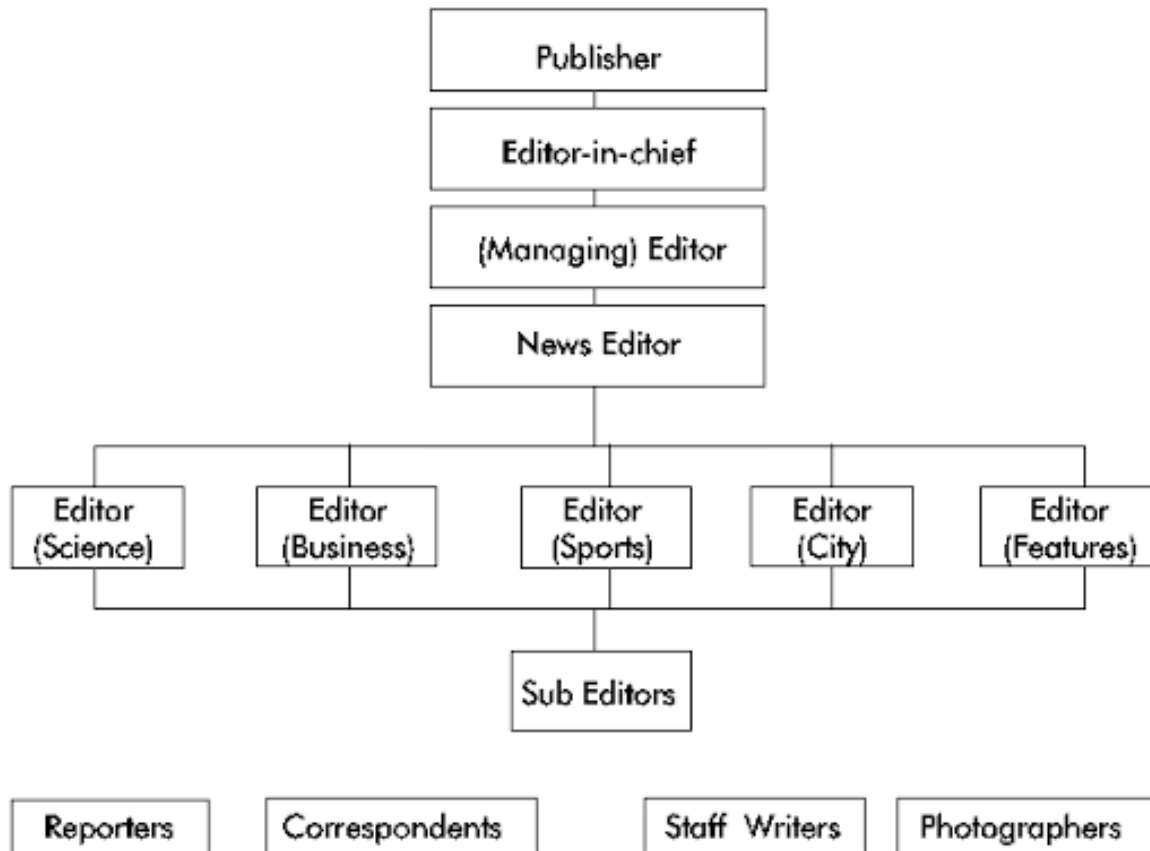
Production manager requirements

- Demonstrates problem solving skills
- Ability to lead/manage others
- Securing the rights to present the play from the royalty house or publisher-agent.
- Budgeting
- Deciding date, time and venue
- Forming a production team
- Production meetings
- The production manager oversees the cost effectiveness and planning of the entire production process.

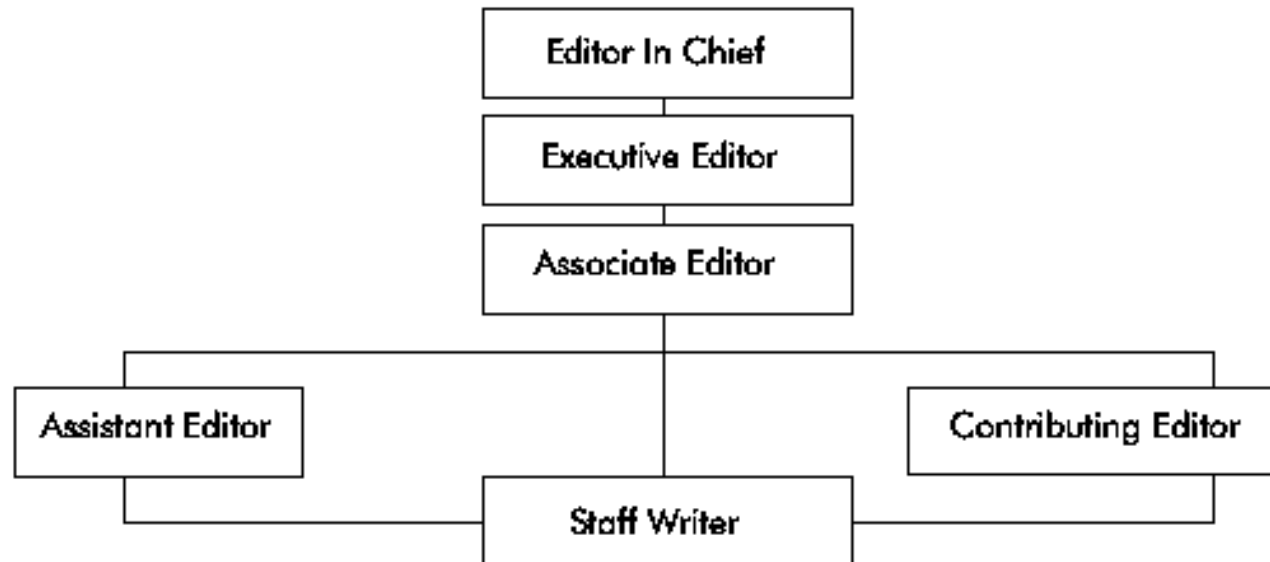
Department editors

- The editorial department forms the backbone of any newspaper organization. As the name implies, this department is the one responsible for content creation in any newspaper establishment.
- The main responsibilities of this department is the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that have been selected for publication and then laying them out for print.

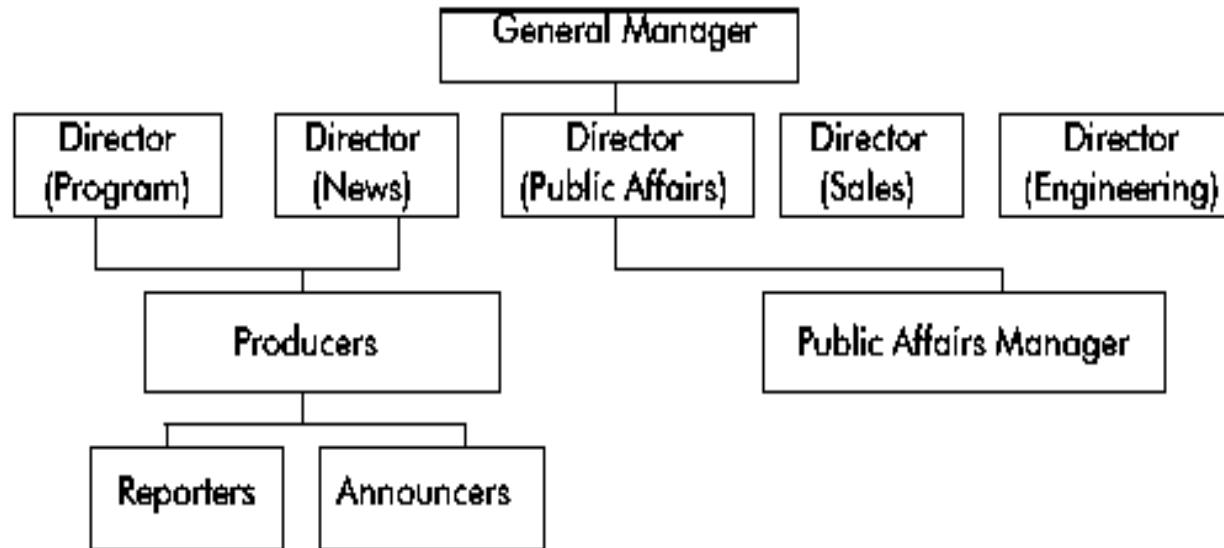
Structure of a Typical Newspaper/News Agency



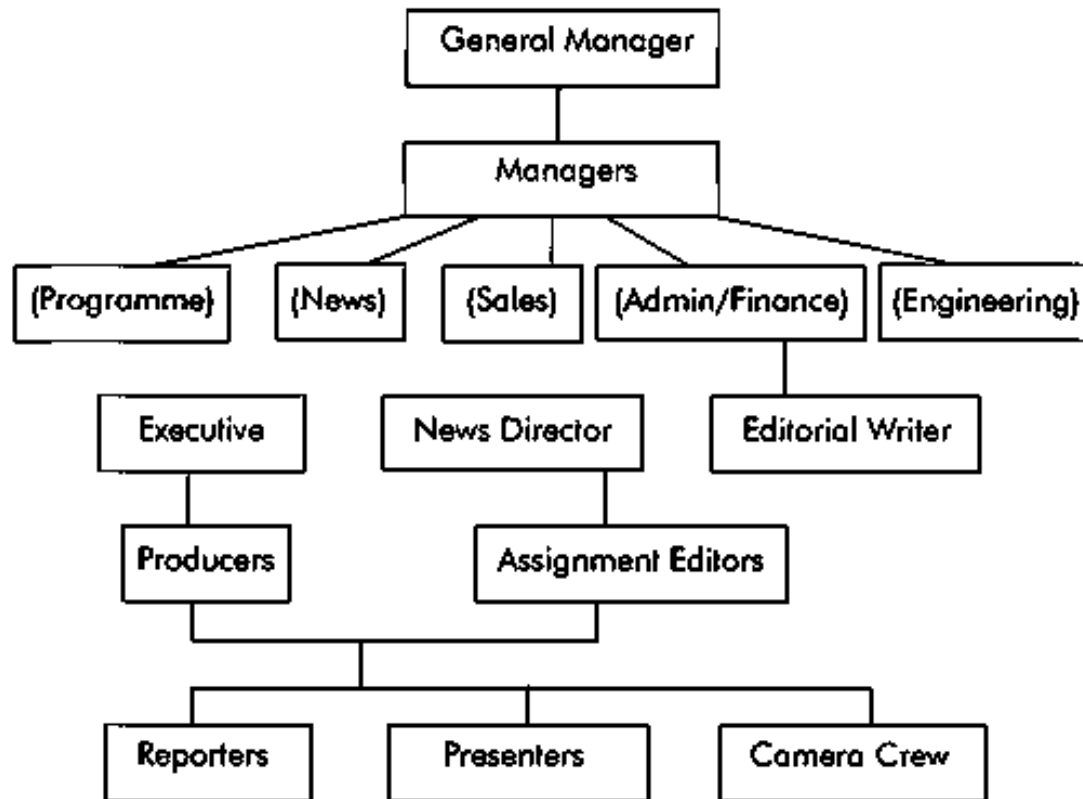
Structure of a Typical Small Magazine



Structure of a Typical Radio Station



Structure of a Typical Television Station



Yellow Journalism

- Yellow journalism was a style of newspaper reporting that emphasized sensationalism over facts.
- Yellow journalism usually refers to sensationalistic or biased stories that newspapers present as objective truth.
- The term yellow journalism is used to criticize journalists and their publications. It implies they use poorly sourced material, misleading headlines, overly fancy prose, faked interviews, scare tactics and questionable science.

- **Characteristics of yellow journalism :-**

- 1) Scare headlines in huge print , often of minor news .

- 2) Lavish use of pictures , or imaginary drawings .

- 3) Use of fake interviews , misleading headlines , pseudoscience , and a parade of false learning from so called experts .

- 4) Emphasis on full color Sunday supplements , usually with comic strips .

- 5) Dramatic sympathy with the "underdog "(loser) against the system.

Origin of term

- The word "journalism" comes from the Latin term "DIURNAL" or "DAILY", that means it tells day to day events to the people through newspaper, television, radio & internet.

Yellow Journalism

- **People who were well known by their style of writing in (YJ):**
 - William Randolph Hearst---United States newspaper publisher who owned the New York Journal and was known for his introduction of large headlines and sensational reporting.
 - Joseph Pulitzer--He used yellow journalism in competition with Hearst to sell more newspapers. Owned the New York World.

Examples of Yellow Journalism

- 1- Spanish American War - Yellow journalism helped to push Spain and the United States into war in 1898.
- 2- Samsung and Apple court case - A story claimed that Samsung paid a \$1.2 billion settlement to Apple in nickels. The story originated as comedy, but an American journalist published it as true.

Newspaper

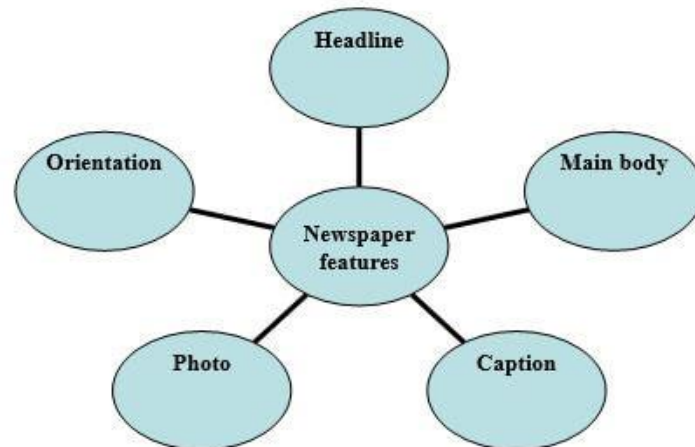
A newspaper: is a serial publication which contains news on current events of special or general interest. The individual parts are listed chronologically or numerically and appear frequently, usually at least once a week but sometimes fortnightly or monthly.

- Traditionally newspapers are printed on newsprint paper, usually appear without a cover, folded rather than bound together, with a masthead, and are normally larger than 297 mm x 420 mm in size. They may include supplements such as colour magazines, or other inserts for special features or events.
- The history of written news dates back to the Roman empire around 59BC.

Newspaper

- Newspapers have been an integral part of people's lives for nearly 400 years.
- The history of the printed newspaper goes back to 17th century Europe when Johann Carolus published the first newspaper called '*Relation aller Fürnemmen und gedenckwürdigen Historien*' (Account of all distinguished and commemorable news) in Germany in 1605.

Newspaper features



Newspaper

- The type of newspaper will affect the audience, and therefore the contents, language and style. Look closely at three different newspaper front pages and report your findings and comments in categories such as:
 - **title of newspaper**
 - **type of newspaper**
 - **main story headline**
 - **main picture**
 - **other news items**
 - **language (style)**

Newsroom

- **A newsroom can be defined as: "an office at a television or radio station or a newspaper where news is gathered and reports are prepared for broadcasting or publishing."**
- **Who is in the newsroom?**

The number of jobs and people working in the newsroom vary depending on the media outlet. In smaller media outlets, at suburban weekly newspapers for example the newsroom will probably feature only a couple of journalists and a photographer. Sometimes the editor will be there, although in many suburban newspapers the editor has a roving(mobile) role overseeing a number of newspapers in different offices.

In larger media outlets, such as metropolitan(capital) newspapers, radio or television, the newsroom is much bigger, with a larger staff of people.

Who is in the newsroom?

In larger media outlets, They can include:

- Journalists/reporters.
- Photographers.
- Camera operators.
- Sound and lighting technicians.
- Editing room staff (where television and radio stories are cut and compiled).
- Sub-editors (who edit newspaper journalists' stories and check them for any legal, factual or other problems before publication).
- Receptionists and News Desk coordinators.
- Archive or Library staff (sometimes)
- Graphic designers Editors or chiefs of staff - either in charge of sections of the media's coverage, or of its overall coverage.