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MCM311

Assignment No 1

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Question # 1:- Identify the components of news keeping in view the formula of five Ws and one H. (4 marks each news story)

Solution

5 Whys + 1 H

The 5 Whys is a question-asking method used to explore the cause/effect relationships underlying a particular problem. Ultimately, the goal of applying the 5 Whys method is to determine a root cause of a defect or problem.

- **Who** is it about?
- **What** happened (what's the story)?
- **Where** did it take place?
- **When** did it take place?
- **Why** did it happen?
- **How** did it happen?

Example:

The following example demonstrates the basic process: **(please choose your own Example from any news paper and any story i.e. Pakistan is suffering from high loans burden)**

✓ **My car will not start. (The problem)**

1. Why? - The battery is dead. (First why)
2. Why? - The alternator is not functioning. (Second why)
3. Why? - The alternator belt has broken. (Third why)
4. Why? - The alternator belt was well beyond its useful service life and has never been replaced. (Fourth why)
5. Why? - I have not been maintaining my car according to the recommended service schedule. (Fifth why, root cause)

History

The questioning for this example could be taken further to a sixth, seventh, or even greater level. This would be legitimate, as the "five" in 5 Whys is not gospel; rather, it is postulated that five iterations of asking why is generally sufficient to get to a root cause. The real key is to encourage the troubleshooter to avoid assumptions and logic traps and instead to trace the chain of causality in direct increments from the effect through any layers of abstraction to a root cause that still has some connection to the original problem. The technique was originally developed by Sakichi Toyoda and was later used within Toyota Motor Corporation during the evolution of their manufacturing methodologies. It is a critical component of problem solving training delivered as part of the induction into the Toyota Production System. The architect of the Toyota Production System, Taiichi Ohno, described the 5 whys method as "... the basis of Toyota's scientific



approach ... by repeating why five times, the nature of the problem as well as its solution becomes clear." The tool has seen widespread use beyond Toyota, and is now also used within Six Sigma.

Criticism

While the 5 Whys is a powerful mnemonic for engineers or technically savvy individuals to help get to the true causes of problems, it has been criticized [who?] as being too basic a tool to analyze root causes to the depth that is needed to ensure that the causes are fixed. Reasons for this criticism include:

- ✓ Tendency for investigators to stop at symptoms rather than going on to lower level root causes. Inability to go beyond the investigator's current knowledge - can't find causes that they don't already know
- ✓ Lack of support to help the investigator to ask the right "why" questions.
- ✓ Results aren't repeatable - different people using 5 Whys come up with different causes for the same problem. These can be significant problems when the method is applied through deduction only. On-the-spot verification of the answer to the current "why" question, before proceeding to the next, is recommended as a good practice to avoid these issues

Five Ws

In journalism, the Five Ws (also known as the Five Ws (and one H) or simply the Six Ws) is a concept in news style, research, and in police investigations that most people consider to be fundamental. It is a formula for getting the "full" story on something. The maxim of the Five Ws (and one H) is that in order for a report to be considered complete it must answer a checklist of six questions, each of which comprises an interrogative word:

- Who?
- What?
- Where?
- When?
- Why?
- How?

The principle underlying the maxim is that each question should elicit a factual answer facts that it is necessary to include for a report to be considered complete. Importantly, none of these questions can be answered with a simple "yes" or "no". In the context of the "news style" for newspaper reporting, the Five Ws are types of facts that should be contained in the "lead" (sometimes spelled lede to avoid confusion with the typographical term "leading" or similarly spelled words), or first two or three paragraphs of the story, after which more expository writing is allowed. The "Five Ws" (and one H) were memorialized by Rudyard Kipling in his "Just So Stories" (1902), in which a poem accompanying the tale of "The Elephant's Child" opens with: I keep six honest serving-men (They taught me all I knew); Their names are What and Why and When And How



and Where and Who. The Five Ws and H, are an influential, inspirational and imaginative checklist (often used by journalists). The technique uses basic question generating prompts provided by the English language. The method is useful at any level from a formal checklist to complete informality. For example:

- ✓ Informal □back-of-an-envelope□ use, is suitable as a quick-aide checklist, a private check list to keep in mind when in an on going discussion, quick points scribbled down in a meeting, or to generate further questions.
- ✓ To generate data-gathering questions, during the early stages of problem solving when you are gathering data, the checklist can be useful either as an informal or systematic way of generating lists of question that you can try to find answers for.
- ✓ To generate idea-provoking questions, Whilst brainstorming, brain writing or some other such similar technique, the checklist could be used as a source of thought provoking questions to help build on existing ideas.
- ✓ To generate criteria, the checklist could help in generating criteria for evaluating options.
- ✓ To check plans, the checklist is a useful tool for planning implementation strategies.

However, the question words owe their strength to their fundamental place in the English language, and can conceal some of the assets of nature that our language copes less well with. The responses to the questions in the checklist are usually facts, rather than actions or problems. For example, the answer to Who does X? could be Janet. To use this answer in a problem-solving context you may have to take to another level For example OK if Janet does X, in what way we might make it easier for her.

Question # 2:- Identify that while selection of news story which news value was picked up by the news editor and also justify your opinion. (2+1.5 marks each news story)

Solution

- **Frequency:** Events that occur suddenly and fit well with the news organization's schedule are more likely to be reported than those that occur gradually or at inconvenient times of day or night. Long term trends are not likely to receive much coverage.
- **Negativity:** Bad news is more newsworthy than good news.
- **Unexpectedness:** If an event is out of the ordinary it will have a greater effect than something that is an everyday occurrence.
- **Unambiguity:** Events whose implications are clear make for better copy than those that are open to more than one interpretation, or where any understanding of the implications depends on first understanding the complex background in which the events take place.
- **Personalization:** Events that can be portrayed as the actions of individuals will be more attractive than one in which there is no such "human interest."



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- **Meaningfulness:** This relates to the sense of identification the audience has with the topic. "Cultural proximity" is a factor here -- stories concerned with people who speak the same language, look the same, and share the preoccupations as the audience receive more coverage than those concerned with people who speak different languages, look different and have different preoccupations.
- **Reference to elite nations:** Stories concerned with global powers receive more attention than those concerned with less influential nations.
- **Reference to elite persons:** Stories concerned with the rich, powerful, famous and infamous get more coverage.
- **Conflict:** Opposition of people or forces resulting in a dramatic effect. Stories with conflict are often quite newsworthy.
- **Consonance:** Stories that fit with the media's expectations receive more coverage than those that defy them (and for which they are thus unprepared). Note this appears to conflict with unexpectedness above. However, consonance really refers to the *media's readiness* to report an item.
- **Continuity:** A story that is already in the news gathers a kind of inertia. This is partly because the media organizations are already in place to report the story, and partly because previous reportage may have made the story more accessible to the public (making it less ambiguous).
- **Composition:** Stories must compete with one another for space in the media. For instance, editors may seek to provide a balance of different types of coverage, so that if there is an excess of foreign news for instance, the least important foreign story may have to make way for an item concerned with the domestic news. In this way the prominence given to a story depends not only on its own news values but also on those of competing stories. (Galtung and Ruge, 1965)
- **Competition:** Commercial or professional competition between media may lead journalists to endorse the news value given to a story by a rival.
- **Co-optation:** A story that is only marginally newsworthy in its own right may be covered if it is related to a major running story.
- **Prefabrication:** A story that is marginal in news terms but written and available may be selected ahead of a much more newsworthy story that must be researched and written from the ground up.
- **Predictability:** An event is more likely to be covered if it has been pre-scheduled. (Bell, 1991)
- **Time constraints:** Traditional news media such as radio, television and daily newspapers have strict deadlines and a short production cycle, which selects for items that can be researched and covered quickly.
- **Logistics:** Although eased by the availability of global communications even from remote regions, the ability to deploy and control production and reporting staff, and functionality of technical resources can determine whether a story is covered. (Schlesinger, 1987)



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