

## Work shop 3 Rounds (Editorial) โต้ข่าวในกองบรรณาธิการ

โครงการวิทยุชุมชนเพื่อการศึกษา รร.อัสสัมชัญ นครราชสีมา Assumption Collage Nakronrachsrma Community Radio FM 93.50 KHz.

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AIM : To build more advanced reporting skills on the techniques of journalism in radio broadcasting industrially.

: To increase news value and give the maximum effective on radio broadcasting is by arrange round reporters.

### FOCUS :

- Styles and techniques for radio journalism
- Advanced reporting
- System and rules for radio journalism

### ผู้สื่อข่าวสายต่าง ๆ (Rounds)

**วัตถุประสงค์ :** เพื่อให้ผู้ดำเนินรายการจะสามารถบอกเล่าเรื่องราวได้มากและละเอียดกว่าข่าวสารข้อมูลพื้นฐานธรรมดา ซึ่งผู้ดำเนินรายการจะต้องศึกษา ค้นคว้า และบันทึกรายงานเพื่อเสนอออกอากาศสิ่งใหม่ ๆ ในสาระของรายการมากเป็นพิเศษ อาสาสมัครจะได้รับการฝึกอบรมในเชิงปฏิบัติงานจริง (On the job training) ในการทำงานในระบบกองบรรณาธิการวิทยุกระจายเสียงซึ่งมีโต้ข่าวประจำในแต่ละรายการ อาทิ เช่น รายการวิทยาศาสตร์ศึกษา รายการดนตรีและศิลปะ ศึกษา รายการภาษาอังกฤษศึกษา ฯลฯ เป็นต้น

### Rounds (Editorial) โต้ข่าวในกองบรรณาธิการ

In many newsrooms, reporters have the opportunity to concentrate on particular areas of the news. One person may become the political reporter, another **education reporter** and another agriculture reporter.

Each of these reporters has to make sure that anything newsworthy in their round is reported; and they have to make sure that the listeners are helped to understand the full significance of the news. ภารกิจสำคัญของผู้สื่อข่าวในระบบโต้ข่าวคือการแปลเรื่องยากให้เป็นเรื่องเข้าใจง่ายต่อสาธารณชน

This is what is meant by the term **round**, or **beat** in American newsrooms. It is a specialist area. It is an opportunity for a reporter to become a bit of an expert, at least enough to ask the right question, even if not to know all the answers.

In a small newsroom, with perhaps six journalists or fewer, everybody is generally expected to do everything. There is usually little chance for reporters to become full-time specialists in any particular field.

Even in small newsrooms, however, reporters can build up a reputation as the best person in a particular area. They can effectively become the **education reporter**, even if they have to do other kinds of story, too.

### Advantages of rounds reporting ประโยชน์ของโต้ข่าวสายต่าง ๆ

The advantage of having a reporter assigned to a round is that they will know more about it than a general reporter. In particular, there are three areas in which a rounds reporter is likely to be more knowledgeable.

### **News value** คุณค่าของข้อมูลข่าวสาร

As we saw in Chapter 1, news is whatever is **new, unusual, Interesting, significant** and **about people**. Reporters can only assess newsworthiness when they know whether something is really new; whether it is really unusual; whether or not it is significant.

The rounds reporter has the chance to know all this, by keeping in touch day after day, week after week, with all that is happening in the round.

To begin with, of course, the rounds reporter has no such advantage. When you first assigned to a round, you will probably know more about it than anybody else. You can start to remedy that at once (and we shall return to that a little later in this chapter), but there is really no substitute for experience. เมื่อคุณได้รับมอบหมายให้ทำหน้าที่เป็นผู้สื่อข่าวสายใดสายหนึ่ง นั้นหมายถึงคุณจะมี ความรู้และเชี่ยวชาญในสาขานั้น ๆ มากกว่าคนอื่น ๆ

The longer you spend on a round, the more you will find you know about it. You will know when something is unusual, and when it is standard procedure; you will know when something is truly significant, and when it is of no importance.

### **People**

News is about people – the people who make things happen and the people whose lives are affected by what happens. Rounds reporters have the advantage of getting to know the people on their round, and can therefore tell the news in more human terms.

Knowing the people on the round has another advantage, too. Some of the people you deal with will be honest, and others will be dishonest; some will be ambitious; some will be actively political, and others will not. As you learn the nature of each person, and find out their network of family and other obligation, you will be better able to judge where the truth lies. You will know when you are being used, and will be able to avoid writing an inaccurate story which a person wants you to write for reasons of their own.

### **History**

When you know the history of your round, you can put the news in context. If \$ 50 has gone missing from petty cash, that is news. If this is the second time in two years that \$ 50 has gone missing from petty cash, then the news is bigger and apparently more significant: it looks less like incompetence and more like dishonesty.

It is an important part of the rounds reporter's job to put news into its correct historical context. This enables you to go on to the next step, which is to analyze and interpret the news, so that your readers or listeners can understand better what is going on in their society.

### **Danger of rounds reporting**

The advantages of round reporting, which we have just described, do not come easily. They are won by the rounds reporter spending a lot of time with the key people in the round, getting to know all about them and the work which they do.

The danger of this is clear. It is hard to spend so much time getting to know people without starting to feel like one of them. The danger is that the rounds reporter forgets that he or she is an observer of the round, looking after the interests of the key people in the round.

Political reporters can be told things in confidence by politicians. Sometimes, this can be a subtle attempt to exert control over reporters. At other times politicians may try to exert very obvious control over journalists, by buying them gifts or giving them other favors.

Instead of telling news in terms of the people who make the news and the people affected by it, the rounds reporter may begin to tell the news only in terms of the people who make it.

Spending too much time with people in one area of life is another danger, too. The rounds reporter needs to make an effort at all time to see things as the reader or listener would see them; but to understand things as an expert would understand them.

### How to do a round

Let us imagine that your editor has just given you a round- let us say that he has made you education reporter. What should you do in order to do this job well? Let us look at the steps you should take in order to be a good rounds reporter.

Prepare	ศึกษา ค้นคว้า เตรียมข้อมูล (ให้แม่น)
Establish contacts	เข้าหาแหล่งข่าว แนะนำตัวเอง
Get acquainted	ใช้มนุษยสัมพันธ์ สร้างความสัมพันธ์
Use your news sense	ใช้สัญชาตญาณในวิชาชีพ
Translate jargon	เรียบเรียงภาษาให้เข้าใจง่าย
Give and take	เป็นทั้งผู้ให้และผู้รับ

**Interviewing การสัมภาษณ์ :** To consider what interview are, why they are important, and how to use them successfully.

**Press Conferences การแถลงข่าว :** To discuss how press conferences can help journalists, advice on what to do at press conferences and how to write story them.

**Follow ups ข่าวคืบหน้า :** To describe what follow-up stories are; why we use them, and how we write them, also advice on how to use diary to plan follow-ups.

**The breading story ข่าวด่วน :** To consider how to deal with a news story which is still happening as you report it. To plan in advance and to give listeners the best news service.

**Vox Pops :** To show an importance way of making news into a two-way exchange of information and opinions between leaders and ordinary people, to consider different type of vox pops, and the advantages for radio.

**Features :** The documentaries for radio

**Reviewing :** To discuss how to comment of artistic and other creative events, and why it id a useful thing to do.

### TO SUMMARISE:

Specialist rounds reporters improve the quality of their newspaper, radio or television station. Rounds reporters must be careful to stay emotionally detached from their round.

To do la round well you need to:

- Do preparation work
- Establish good contacts
- Rely on your own news sense
- Translate the jargon
- Be as helpful as you can

ผู้สื่อข่าวพิเศษในสาขาต่าง ๆ สามารถเพิ่มศักยภาพในงานข่าวได้ทุกประเภท ไม่ว่าหนังสือพิมพ์ วิทยุกระจายเสียง หรือโทรทัศน์ แต่ต้องระมัดระวังความรู้สึกความอ่อนไหวซึ่งอาจจะเกิดขึ้นได้ในขณะปฏิบัติหน้าที่ การทำหน้าที่ผู้สื่อข่าวพิเศษให้มีประสิทธิผลคุณจำเป็นต้อง.-

- ทำการบ้านให้พร้อมก่อนลงพื้นที่ทำข่าว
- ใช้มนุษยสัมพันธ์สร้างความสัมพันธ์ที่ดีต่อบุคคล
- ใช้สัญชาตญาณของการเป็นนักข่าว
- แปลเรื่องยากให้เป็นเรื่องง่าย
- ทำตัวให้เป็นประโยชน์

อ้างอิง: The News Manual by Peter Henshall & David Ingram

A training book for journalists Volume 2,3

Advanced Reporting, Ethics & the Law

SBS Radio 2EA AUSTRALIA

กันยายน พ.ศ.๒๕๕๐