

News Literacy

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Contents

- What is news?
- Characteristics
- News Literacy
- Importance of New Literacy
- Evaluating Credibility
- Understanding Clickbait

What is News

Current Events & Developments

News refers to any current event, significant development, or issue of public interest.

Reported by Media Outlets

Normally reported through media outlets like newspapers, television, radio, internet sites, and social media.

News performs the role of informing the public, shaping opinions, and sometimes influencing decision-making.



Characteristics of News

Objectivity

Refers to the practice of reporting news in a fair, balanced, and impartial manner, free from personal biases, opinions, or emotions.



Objectivity in News



Trust and Credibility: Builds trust with the audience by presenting unbiased, credible, and reliable news.

A balanced report on a policy with facts from all sides.



Fair Representation: Ensures all perspectives are fairly presented, giving voice to different sides of an issue.

Covering a protest with interviews from both protesters and officials.



Separation of Fact and Opinion: Clearly distinguishes between factual reporting and opinion, helping audiences discern between the two.

Reporting the facts of a legal case separately from editorial opinions.



Minimization of Bias: Strives to reduce personal or institutional biases by using neutral language and balanced coverage.

Neutral reporting on political candidates without showing favoritism.

Characteristics of News

Timeliness

News is often centered around recent events or developments. The more current the information, the more likely it is to be considered newsworthy.

Breaking news about a natural disaster or a political event.

Breaking
News
Develop
Story
Inform



Relevance

News must be relevant to the audience it is intended for. What is **newsworthy** in one community or country **may not** be in another.

Local elections may be newsworthy in a small town but less so on a national level unless they have broader implications.

Proximity

Geographical or cultural proximity often determines the newsworthiness of a story. Events that happen **closer** to the audience are usually given **more coverage**.

A significant local event might be more important to local readers than international news.

Impact

The potential impact or significance of an event can make it newsworthy. Stories that affect a large number of people or have a profound influence on the community tend to be prioritized.

A major government policy change or a public health crisis.

Prominence

The involvement of prominent figures (celebrities, politicians, business leaders) can increase the newsworthiness of a story.

A statement made by the President or a celebrity.

Conflict

Stories that evoke emotions, whether they are heartwarming, tragic, or inspiring, are often considered newsworthy.

Political debates, legal battles, or social protests are prime examples of conflict-driven news, capturing public interest through tension and disagreement.

Novelty

Unusual, rare, or surprising events tend to be more newsworthy because they stand out from the ordinary.

An unusual weather event or a scientific breakthrough.

Human Interest

News often highlights conflicts, controversies, or disagreements, as they tend to attract more attention and engage audiences. These narratives are central to how many news stories are framed.

An individual overcoming significant odds or a community coming together to help someone in need.

Media Literacy / News Literacy

Media literacy encompasses a broader understanding of all forms of media, including news, entertainment, advertising, and social media, recognizing media influence, evaluating content and also creating content.

News Literacy is a specific subset of media literacy that focuses solely on news content. It involves:

Identifying bias in reporting; Verifying sources for credibility

Detecting misinformation and disinformation

What is News Literacy?

The ability to carefully examine news and information.



Understanding how news is created.

Finding reliable sources.

Spotting bias/perspectives in news.

Knowing the difference between facts and opinions.

Being aware of false information and misinformation.

Importance of news

literacy

News literacy is increasingly important in the digital age, where information is abundant, and misinformation can spread rapidly.

It is crucial to discern fact from fiction, identify biases, and understand the impact of news on society.

News v/s Opinion

- Recognizing when a piece is a news report and when it is an editorial or opinion piece, and understanding how this affects the content.
- Op-ed sections in newspapers often feature opinion pieces that reflect the author's viewpoint rather than objective reporting.

FACT:
The Earth
is round

OPINION
I like cats
than dogs

News V/s Opinion

Labeling and Section Placement

Labeling and Section Placement

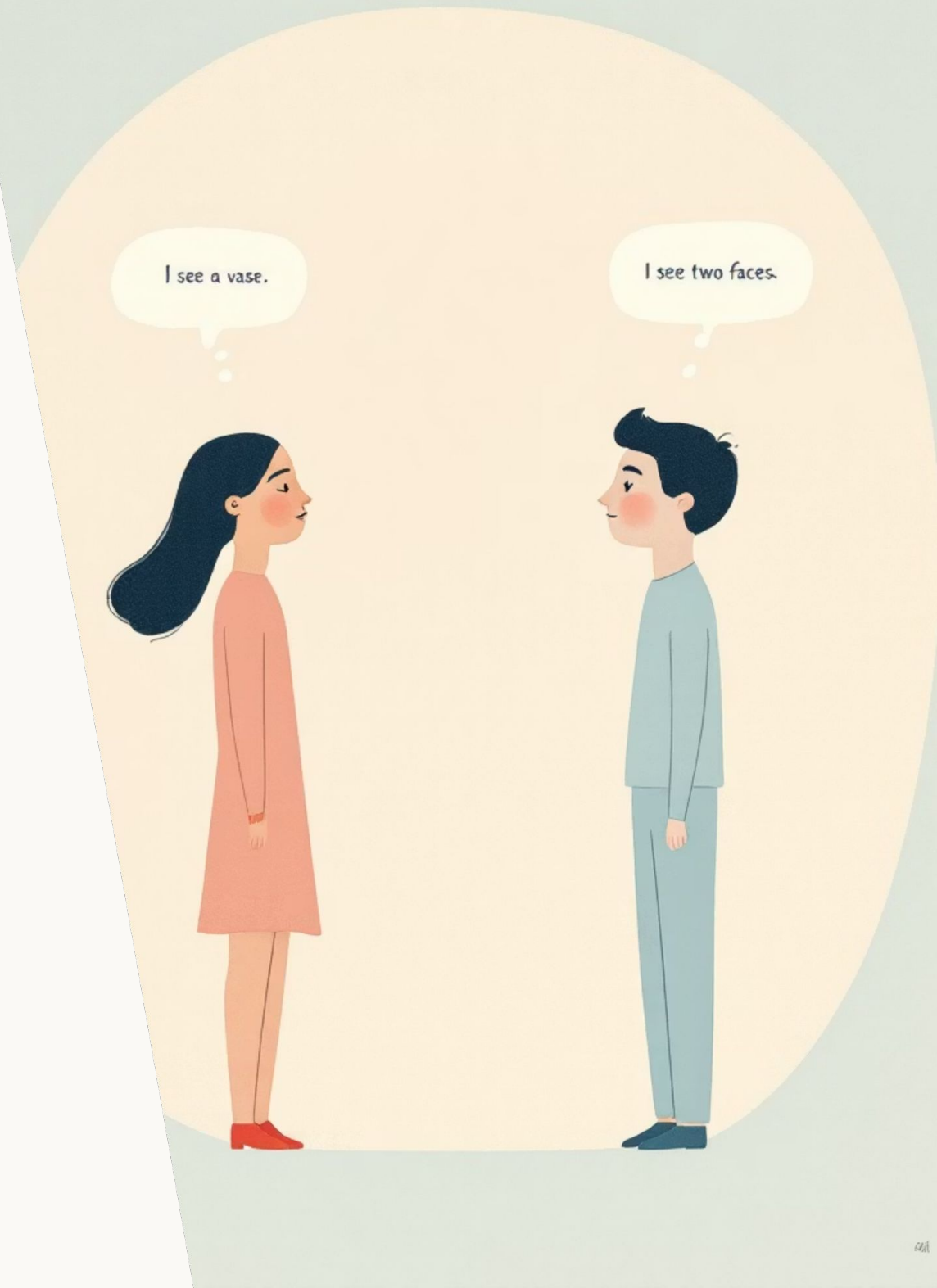
- Is the article labeled as "Opinion," "Editorial," "Analysis," or "Commentary"?
- Is the article located in a section typically reserved for opinions (e.g., Op-Ed, Editorial page)?

Author's Perspective

- Does the author express personal viewpoints or subjective interpretations?
 - Are phrases like “I believe,” “In my opinion,” or “We should” used?

Use of Subjective Language

- Does the article use subjective or emotional language (e.g., “terrible,” “outrageous,” “wonderful”)?



Presentation of Facts

- Does the article primarily present verifiable facts and data **without interpretation?**
- **It is a News report.**



Author's Identity and Expertise

Is the author identified as a columnist, commentator, or expert with a specific **viewpoint**?

This is an **opinion** piece.

Purpose of the Article

Is the primary purpose of the article to inform and **report facts**?

This is a **news report**.





Strong, Opinionated Language

When the headline or copy uses strong, opinionated language, it's a strong indicator that the content is an opinion piece.



Neutral, Fact-Focused Language

If the headline or copy remains neutral and concentrates on answering the "who, what, when, where, why, and how" (5W1H), it's typically a news report.

5W1h

The "5Ws and 1H" is a fundamental framework used in journalism and information gathering to ensure comprehensive coverage of a story or topic. It helps in structuring information clearly and answering key questions.

1

Who:

Who is involved or affected?

2

What:

What happened or what is being talked about?

3

When:

When did it happen?

4

Where:

Where did it happen?

5

Why:

Why did it happen or why is it important?

6

How:

How did it happen or how does it work?

Structure and Style

Is the article structured with a clear beginning, middle, and end focused on a **narrative or argument**?

Likely an **opinion** piece.

Is the article written in a straightforward, **objective** style with a focus on delivering information?

Likely a **news** report.

Evaluating Credibility of a News Story

Take a recent news story and evaluate the credibility of the source by researching the publication's history, balance and the evidence cited in the story.



Evaluating Credibility of a News Story

Use this checklist to assess a recent news story's credibility by examining its source's history, balance, and the evidence provided.

Aspect	Criteria
Publication History	Is the publication reputable and established?
	Is the publication known for unbiased reporting?
Evidence Cited	Are sources clearly identified and verifiable?
	Does the article include data, statistics, or direct quotes from credible sources?
	Are there hyperlinks or references to primary sources?
Balance of Viewpoints	Are multiple perspectives presented?
	Is the language neutral and objective?



Understanding News

Sources

- Choose a news story and find how it's covered by at least three different types of sources: a mainstream newspaper, a digital-only news platform, and a social media post.
- Compare how each source presents the story



Understanding News

Sources

Mainstream

Newspaper

Presentation:

Detailed article,
Language: Formal,

neutral

Depth of Coverage:

In-depth analysis,

Digital-Only
Platform

Presentation:

Multimedia

Language: modern

Conversational,

Depth of Coverage: Links to further reading, expert opinions

Social

Media Post

Presentation: Short post, visual-heavy

Language: Informal, sensational

Depth of Coverage: Brief, surface-level

Understanding Clickbait

What is Clickbait?

Clickbait is content designed to attract attention and encourage clicks, typically using sensationalized or misleading headlines. It often relies on exaggeration or deception to entice users.

Why is it used?

The primary goal of clickbait is to drive traffic to a website or platform. This is often done to generate ad revenue, increase page views, or boost engagement metrics, even if the content lacks meaningful or accurate information.

Tactic	Description	How to Spot
Exaggerated or Sensational Headlines	Headlines use sensational or exaggerated language.	Look for phrases like "You won't believe," "Shocking secret," or anything that seems too sensational.
Vague or Incomplete Information	Headlines provide vague information, forcing you to click for more details.	If the headline doesn't clearly explain the content, it's likely clickbait.
Overuse of Superlatives	Uses extreme language like "best," "worst," "unbelievable."	If the headline is full of superlatives or extreme statements, it's probably clickbait.
Promises of Secret Information	Claims to reveal "secret" or "exclusive" information.	Be skeptical of headlines promising insider knowledge or something "the media won't tell you."

Tactic	Description	How to Spot
Misleading Images/Thumbnails	Uses dramatic or unrelated images to grab attention.	Check if the image seems unrelated to the content or overly dramatic.
Unreliable Source	Often comes from lesser-known, unreliable websites.	Verify the credibility of the website or publication before clicking.
Too Many Ads and Pop-Ups	Clickbait sites are often cluttered with ads and pop-ups.	If the page is filled with ads and pop-ups, the content is likely clickbait.
Content Doesn't Match Headline	Content often underdelivers compared to the headline.	Compare the headline to the actual content; if it doesn't deliver, it's clickbait.

Identifying Bias or Perspective in News Coverage

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1 **Select a recent or ongoing issue**

Choose a topic that has been widely covered in the Indian media.

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3 **Identify indicators**

~~of bias~~
of words or phrases that signal a particular bias or perspective.

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2 **Define the scope**

This could be a social issue, a major event, or a public figure's actions.

Coverage of the air pollution crisis in Delhi during winter.

Identify Two News Outlets with Distinct Perspectives

- **Headlines and Subheadings:** Note how each outlet frames the issue from the headline.
- **Language and Tone:** Focus on the choice of words and the tone used to describe the situation.
- **Sources and Attribution:** Observe which sources are cited, such as government officials, health experts, or local residents.

Identify Words and Phrases

- **Sensational or Calming Language:** Are there words like “emergency,” “toxic,” or “severe” versus “under control” or “improving”?
- **Framing of Responsibility:** How are the government, industries, or citizens described? Are they portrayed as “neglectful,” “proactive,” or “victims”?
- **Selective Focus:** Does one outlet focus more on government action (or inaction) while the other emphasizes the public health impact?
- **Tone of Headlines:** Do the headlines make the crisis seem urgent and alarming, or do they downplay the severity?



Comparative Analysis of News Coverage

Aspect	News Outlet 1 (Environment Focused)	News Outlet 2 (Policy Focused)
Headline	"Delhi Chokes: Severe Air Pollution Threatens Public Health"	"Government Steps Up Efforts to Combat Delhi Air Pollution"
Language	"Toxic air"	"Measures in place"
Framing of Responsibility	"Neglectful policies"	"Government taking action"
Selective Focus	Focused on health impact and expert warnings	Focused on government response and policy measures
Tone of Headlines	Urgent, alarming	Controlled, solutions-oriented

Challenges for News & Information Literacy in the Digital Age

Information Overload

The sheer volume of data makes it difficult to discern reliable sources.

Misinformation and Disinformation

False or inaccurate information spreads rapidly, often intentionally.

Echo Chambers and Filter Bubbles

Personalized algorithms reinforce existing beliefs, limiting exposure to diverse perspectives.

Decline in Traditional News Outlets

Reduced resources for investigative journalism impact the quality and depth of reporting.

The Speed of News Dissemination

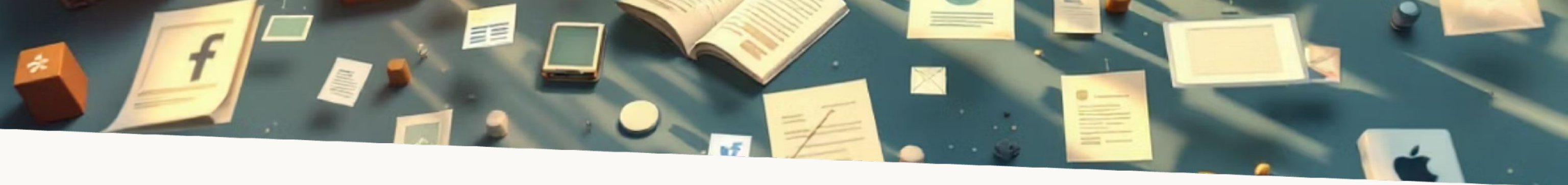
Instant sharing prioritizes speed over accuracy, leading to premature or unverified reports.

Lack of Media Literacy Education

Many individuals lack the critical thinking skills needed to evaluate online content.

Visual and Video Misinformation

Manipulated images and videos make it harder to trust visual evidence.



Addressing Key Challenges in Digital Information Literacy

Challenge

Description

Impact

Information Overload

Vast amounts of information online overwhelm people, making it hard to distinguish reliable sources.

Leads to quick skimming instead of careful evaluation of content.

Misinformation and Disinformation

False information spreads easily, both intentionally and unintentionally.

Increases belief in false information, especially when shared by trusted contacts.

Echo Chambers and Filter Bubbles

Social media curates content that aligns with users' beliefs, limiting exposure to different perspectives.

Reinforces existing biases, reducing critical thinking and exposure to diverse perspectives.

Decline in Traditional News Outlets

Financial struggles and the rise of digital media lead to less investigative reporting and more sensationalism.

Reduces in-depth, accurate reporting, undermining journalism's role in public service.

Speed of News Dissemination

News spreads rapidly online, often before being verified.

Results in the widespread sharing of incorrect information.

Lack of Media Literacy Education

Many people lack education on how to critically analyze news.

Makes it harder to navigate modern media complexities and discern reliable sources.

Visual and Video Misinformation

The rise of deepfakes and visual manipulation makes it hard to distinguish real from fake content.

Increases trust in falsified content, making misinformation harder to detect.

Thank You

Thank You