

JMC 04
Block
02



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Journalism & Mass Communication (JMC)

Television Journalism



Journalism & Mass Communication



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Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

JOURNALISM & MASS COMMUNICATION

JMC-04

TELEVISION JOURNALISM

Block

2

Television Journalism

Unit-1

Television Journalism and History of Television Journalism

Unit-2

**Organizational structure of TV News Channels, TV News Room,
Production Desk**

Unit-3

Writing for Visuals

Unit-4

Different Types of TV Production

Unit-5

Anchoring for Television

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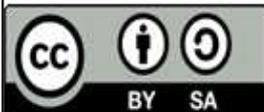
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Printed by

Sri Mandir Publication, Sahid Nagar, Bhubaneswar

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UNIT – I:

TELEVISION JOURNALISM & HISTORY OF TELEVISION JOURNALISM

1.0 UNIT STRUCTURE

- 1.1 Learning Objectives
- 1.2 Introduction
- 1.3 Brief Introduction to Television
- 1.4 History of Indian Television
- 1.5 SITE
- 1.6 Cable and Satellite TV transmission
- 1.7 DTH
- 1.8 IPTV
- 1.9 General Service versus Commercial transmission
- 1.10 Summary
- 1.11 Check your progress
- 1.12 Assignment
- 1.13 Glossary

1.1 LEARNING OBJECTIVES

On completion of the unit the student will be able to understand what is Television and how does it work. The study will provide an insight into different facets and important aspects of Television. Therefore, to get a general understanding of Television there is a need to know some aspects:

- A Brief Introduction to Television
- History of Indian Television

- SITE
 - Cable and Satellite
 - DTH
 - IPTV
 - Mobile TV, 3G, 4G, Notebook
 - General service and Commercial Transmission
-

1.2 INTRODUCTION

Television is a miracle in development of human civilization. It is deeply ingrained with Arts, Science and Commerce. Initially common man used to look at the Television or TV as a magic box. Television is a system for converting visual images (with sound) into electrical signals, transmitting them and displaying them electronically on a screen. Television has become an intrinsic part of our life and established an important place in our lives. Since, the ancient times human beings have communicated in various ways with each other. Today, Television is one of the most popular medium of education and mass entertainment. It is a combination of both visual and audio medium. It has been popular among consumers. TV plays an important role in mass communication. By reading this block one can understand, What is TV? How was the past history of TV in India, how TV programme is prepared and how a prepared programme is transmitted through SITE, Cable and Satellite. For this what electronic equipment, how it is managed, along with this the various aspects, the people linked and topics covered is a matter to study. The study materials helps students in a new ways to understand technical words and provides general knowledge about all this is above said things. At the end of each block to understand the subjects there is a glossary.

1.3 BRIEF INTRODUCTION OF TV

Television is a special chapter in development of mankind. It is a combination of art and science. In the eyes of general public it is viewed as a magic box. Generally TV is an instrument for converting visual images (with sound) into electrical signals, transmitting them and displaying them electronically on a screen. In the ancient times man has made many inventions, man has been busy in inventing modes of communication. In this busy in present time most popular, rapid and education of Mass communication is TV. By inventing wireless words or sound was communicated. After invention of TV both

audio and video was possible. Most important is that TV which has large number of consumers. Now-a-days it has become popular among the educated and uneducated people and has become a daily use consumable item. As a result old, children and women have become its faithful consumer. On one side it is a source of knowledge to the educated, to the uneducated its source of entertainment, for isolated it's a faithful companion and mode of communication for far and near.

1.4 HISTORY OF TV IN INDIA

In compared to other parts of world system TV is quite recent in India. Before knowing about the history of TV in India a brief note about TV telecast can given, the first transmission of TV experimentally started in 1920 in USA. But due to underdeveloped technology those days the picture was hazy. But in the next five years many more new inventions came like color tube, electronic camera and TV set. In 1930 a TV station started in New York, in England BBC had its own TV Station. But later under the shadow of WW II, TV transmission was hampered in entire globe. After WW II TV station started working and in western countries wide spread transmission occurred. By 1948, there were 48 TV stations in 25 cities in USA and they had 2 lakh TV sets in a period of 10 years. Around 512 TV stations came into existence Canada, Japan, European countries which saw many technical advances.

India received its first bunch of TV sets towards the end of 1959 from the help of UNESCO; it was an initiative from Government of India. A developing country like India and difficulties in expensive electronic items and their uses raised many questions. It was also felt that items like TV will take us far away from culture but manufacturers, business community and educational institutions demanded to have it. UNESCO donated 20,000 dollars for having TV sets in community centers in India.

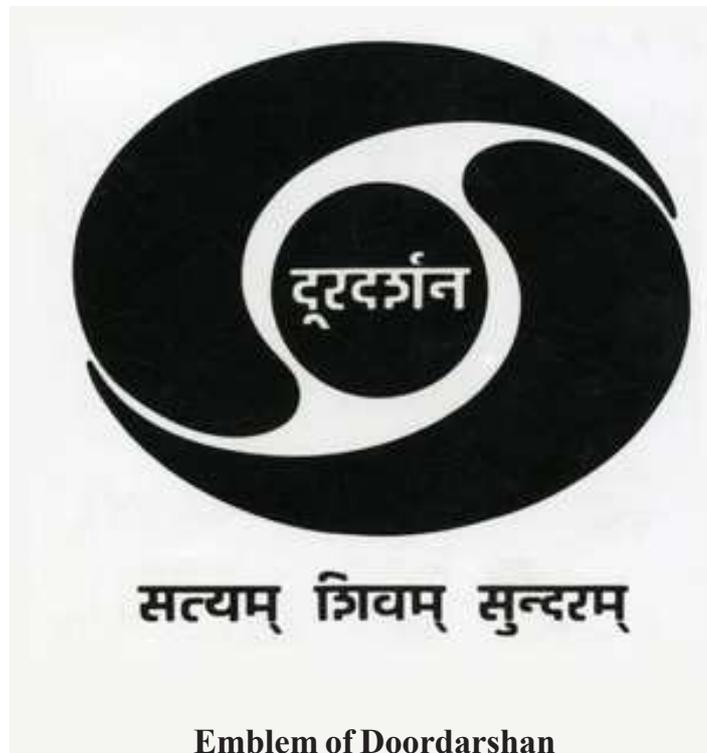
USA also donated many types of equipment, Philips India Company donated a low cost transmitter and later on Delhi had its experimental TV station to transmit programmes within 40 km radius. To help viewers watch these programmes 180 teleclubs were organized. Every teleclub has a TV set donated by UNESCO, these centers developed as centre from community education and other activities. There used to be two days TV programme in a week and every programme was of 20 minutes duration. These programmes were prepared at Delhi in an advanced TV station.

CONCEPT OF COMMUNICATION THEORY

In 1961 UNESCO conducted a study on effect of TV programme in Indian population. The report was encouraging and in the same year school TV programme started. School teachers in Delhi were trained with the help of TV programmes. This helped those schools who had no organized science labs. In India the TV viewership slowly increased. An entertainment programme was started on 15 August, 1965, it was transmitted which was initially for one hour daily and included some news items. Government of Germany established a studio to prepare programmes on 26th January 1967 the first agriculture based TV programme Krishi Darshan was transmitted. Delhi, UP and Haryana could view it in 180 rural centres. This programme was liked by farmers all around. Subsequently the Delhi TV transmission programme was increased from 1 hr to 1:30 hrs. On 15th August 1965, the transmission time was increased to two hours on Sundays. It was on 3rd December 1971 English news was broadcasted. In Oct 1972 Bombay TV station was established, by 1973 Srinagar and Amritsar TV station came into existence and transmitted by their own programmes. The same year Pune started telecasting Bombay station programme by relay. In 1970 there was a TV station in every corner

of the country. In 1970, 23,000 TV sets were imported. In 1975 this number increased to more than one lakh. Calcutta, Madras, and Lucknow established TV stations in 1975. Modernised TV sets were available in India and by 1976 the TV world in India got a new name Doordarshan, 54 high transmitters, 371

low powered transmitters, 69 very low powered transmitters and 14 ordinary transmitters could cover almost 63 per cent of population.



Emblem of Doordarshan

1.5 SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE)

In 1976, UNESCO conducted an experiment on satellite communication in India. The success of Satellite Instructional Television Experiment or SITE proved that television transmission would be possible and useful in India. To find the feasibility of Television in India Indian Space Research Organisation (ISRO) took help of United States based National Aeronautics and Space Administration (NASA). From 1st August 1975 to 31 June 1976 a NASA satellite named ATS-6 was stationed above India for a year free of cost. This experiment was not only a success in India but was also appreciated all over the world. This proved that India was quite appropriate for television transmission.

SITE OBJECTIVES:

The SITE experiment, a joint project by two countries had two major objectives. First, a general objective and a special objective:

General Objective:

- To study the potential of satellite technology in mass communication in developing countries
- To encourage national development in India by encouraging economic, social and technological aspects.
- To train the rural viewers in communal harmony, family planning, agriculture etc.

Specific Objectives:

- To promote general and adult education through satellite technology.
- To develop individual skills, improve health and hygiene etc.
- To gain experience in all technical aspects including television programmes and broadcasting in India.

CONCEPT OF COMMUNICATION THEORY

- To test the design and efficiency of medium power wide balance-borne FM transmitter and gain experience in its space utilization.

For the first time educational programmes were beamed through satellite in India. The programmes were shown in 2400 villages in 20 districts of six Indian states of Andhra Pradesh, Bihar, Odisha, Karnataka, Rajasthan, Madhya Pradesh. According to 1971 census of India, the states having the most number of backward districts in the country were selected. Later on with help of transmitters 2500 villages and small towns of 6 states were able to view programme. Hyderabad, Kurnool, Medak, Mehbubnagar, Andhra Pradesh, Gulbarga, Raichur, Bijapur of Karnataka, Muzzafarpur, Chaparan, Saharsa, Darbhanga of Bihar, Raipur, Bilaspur and Durg of MP. Sambalpur, Dhenkanal, Boudh, Kandhmal of Odissa, Jaipur Kota, and Sawai Madhopur of Rajasthan, were the districts who got the benefit of this programme.

The transmitted programmes were of mostly of two categories: Educational Television (ETV) and Instructional Television (ITV). The main purpose of these programmes was to educate the rural mass. Educational programmes prepared by students of schools and colleges of were attractive and creative. Daily programmes included education, agriculture, family planning, health for duration of around four hours. Through the satellite the programmes transmitted were for one video channels and two audio channels and hence these programme were transmitted in two different languages. In the school time these programmes were broadcasted for one half hour. On holidays it was used for training teachers, more then one lakh primary school teachers were being trained through these programmes.

Instructional programmes were basically meant for illiterate elderly people. They were broadcasted for 2.5 hours during evenings. The programmes were related to health, education, hygiene, improved agricultural practices and important national events. These programmes were transmitted in four languages like Hindi, Odia, Telugu and Kannada. In addition to this a Hindi news bulletin of 30 minutes duration was being transmitted in 4 states.

SITE IMPACT

As per the agreement the SITE experiment was completed in July 1976 and NASA shifted its ATS-6 satellite was withdrawn from India. Although this experiment was for

one year duration, the impact was seen on the entire country. Villagers for one year were glued to TV sets. One subsequent survey found that the programmes transmitted were viewed by 200 to 600 persons in every TV set. In subsequent phases the viewership reduced to 60 to 80 persons. The reasons for this were said to be disruption in power supply, technical snags in TV sets, hardware defects, and the preoccupation with basic profession agriculture.

1.6 CABLE AND SATELLITE TV TRANSMISSION

In 1950 those villages where electrical transmission was not able to reach for television transmission are now accessible by cable or lines. In 1975 Satcom-1, one of the first generation geostationary comsats built by RCA American was crucial in expansion of TV through cable in towns and villages. In 1990 cable TV brought an undeniable change in Indian Television scenario. Earlier cable TV was telecasting only in Mumbai but later it became popular even in small towns. TV transmission was provided in the viewers' house through a cable, connected to a general antenna. The antenna is faced towards the direction in which the signals are being received. Cable TV operators set up a control room in one place and through wires or cable connection to viewers TV provided television signals. The cable operators transmit programmes, movies, serials, music according to the demand of the viewers. The viewers paid one time connection charges and a monthly rent to the cable operators. According to economic capability, usage and utility of the cable services the viewers paid the cable operators. Each customer was able to watch 10-12 channels at a nominal cost of Rs 50. The viewers can also recommend or request any movie to be broadcast by the cable operators. During elections political parties use these cable channels for a great use. This medium is of great use for businessmen, doctors, astrologers, craftsmen. Cable TV has also been mis-utilized by powerful people for furthering their power; this has led to decline in the popularity of the cable TV. Today Telephone company and cable companies are engaged in creating a new paradigm in research, entertainment, information. AT&T and Viacom international jointly are manufacturing interactive consumer video services. By improvement of technical education cable TV has gone beyond the traditional way of information and entertainment.

Satellite Transmission Services

To understand what satellite transmission is we need to understand what satellite is first. We all know our solar system has eight planets, many have their satellites. But man by his own scientific knowledge has managed to create artificial satellites for purpose of communication. These satellite are rotating in the solar system in their own orbit and are helping send signals and information to the earth. Therefore, in general terms satellite are electronic devices situate far from earth are working as source of communication for earth. Most important is that satellite thousands of km far away from they send information. These satellites are launched into space by Space shuttle or rocket. The transponder fitted in the satellite receives signals to all parts of world and transmits to other parts. One transponder has capacity has capacity to one TV set or 1000 telephone sets. Currently most satellites have 24 transponders, but later on in future it can increase 40. Higher the number of transponders more complicated and expensive will be the transponder. Before satellite TV signals were transmitted through microwaves stations throughout the country. Each satellite through its own transponders receives and expands it and sends back the signals to the earth. The satellite overcomes the geographical barriers and can send signals to every nook and corner of earth. At low cost to far away places on Earth or isolated places.

In 1978 Public Broadcasting Services started transmission through satellite leaving behind microwaves. In 1985 NBC and 1986 ABC, CBS etc. satellites came into transmission service. In 1919 some regional channels started their own transmission. Due to technological development in information service there have been improved services. Currently Direct Broadcasting Satellite (DBS) is working. Now every consumer signals directly through the satellite but earlier the consumer received the signals and transmits to the consumers through cables which were expensive.

1.7 DTH

DTH means Direct-to-Home it is the receiving of satellite signals directly to the TV set from direct broadcast satellite. This new generation satellite TV signal reaches every home through a small circular antenna. In 1994, Hughes Communication of USA started the DTH services called the DirecTV. DTH broadcasting uses the upper portion of

KU band transponders in a satellite to send hundreds of channels for down linking on earth.

Indian government permitted the reception and distribution of satellite television signals in November 2000. Dish Tv launched first DTH service in India on October 2, 2003. Indian national broadcast organisation Prasar Bharati started DTH service in India in 2004. Later on private play as like Reliance Big TV, Zee Dish TV, Airtel, DTH, Videocon, D2H, TataSky, Sun Network, etc. expanded their services. Doordarshan transmitted through 'GSAT-15' satellite from 93.5 East. DD is giving free service of 80 channels to the viewers. As per TRAI data, by 2013, there are 6 private companies and one government organisation serving to 110 crore TV by DTH, six private parties are giving service to 56 crore Indian consumers. The transmission of TV programme coming through the ISRO made satellite in India like Insat-4CR, Insat -4A, Insat 2E, Insat 3c, Insat 3E and private satellite like NSS-6, Thaicom-2, Telstar-10. By 2012, Indian DTH market surpassed the US market and became the largest DTH service in the world.

1.8 IPTV

IPTV is Internet Protocol Television, in other words this arrangement makes possible to send TV signals through internet instead of traditional satellite or cable. This can make possible for a viewer to see the programme or movie before it is fully downloaded.

IPTV has three modes of services:

1. Live television
2. Time-shifted media
3. Video on demand (VOD)

In live television, customers can view transmission or telecast. In time shifted television the view can see the programme after telecast, like subsequent day. In the third category, the viewer can see it as and when desired. In 1995 for the first time IPTV service was started by Zudith Estin and Bill Larry co companies, through Precept software. By Unix and Windows a viewer can see programme in his mobile anywhere

and anytime. It comes to consumer via mobile network. The first mobile TV company Panasonic first introduced it in 1970 by its model TR-001. The same company had 2nd model of MTV -1 in 1977. The 2"inch screen mobile TV set was able to receive signal in many countries. It was sold in USA at 400 dollars. With 3G and 4G in the market, TV programme can be viewed in mobile telephones.

1.9 GENERAL SERVICE AND COMMERCIAL TV

The general people oriented programme through Electronic Media is called Lokseva service. In our country Prasar Bharati is the public transmission organisation. Working under the Ministry of Information and Broadcasting the organisation includes Doordarshan and Akashvani and works as an autonomous body. It was established in 23rd November 1997 to grant autonomy in transmission service like some other countries the government enacted for this in 1990 and telecast scenic structure on September 15, 1997.

The commercial service started in 1st January in Electronic media service in India. Advertisement preferred to show their advertisement in TV because the transmission was widespread. So many rules were framed in connection with that advertisement. The programmes should not hurt the viewers and it should not truly sensitive issue like morality and religious thoughts which satisfied the customers and business community.

1.10 SUMMARY

- TV has become the integral part in our lives like food and beverage. That is the most popular mode of mass communication. This can bring home the events happening in any part of the world. It is popular in all sections of the people whether educated or otherwise. Simultaneously, it enhances knowledge along with giving pleasure.
- USA is the first country in the world to start TV programme in 1920. As gradual development India started its TV programme in 1950 with the help of UNESCO, in New Delhi. Gradually, Indian viewers appreciated the programme more and more.

CONCEPT OF COMMUNICATION THEORY

- Electronic transmission system can manage TV transmission in different ways like SITE, Cable, and Satellite, DTH, IPTV, mobile phone, 3G, 4G and notebook etc.
- Many types of programme are prepared for TV with government and non government efforts, many TV channel officers are working. In Odisha, the first Doordarshan Kendra was operating at Cuttack and it was popular for its quality programme. In primary stage, news with agriculture, education etc. were transmitted followed by movie, drama etc. and some entertaining programmes.

1.11 CHECK YOUR PROGRESS



1. What is Television? What are the benefits of Television?
2. Discuss about History of Television.
3. Write how TV programme is transmitted by cable.
4. What is satellite? How TV services are transmitted via satellite?
5. How TV broadcasting is done through DTH services?
6. What is IPTV?
7. What do you understand by commercial transmission?

1.12 APPLICATION

Examine why everybody in your family are attracted to TV

1.13 GLOSSARY

It is a technical curriculum. For imparting knowledge, many technical words are used. Unless you understand this word, you cannot understand the subject. For the understanding of students, a glossary of words given below:

Cable- Signal carrying wire for transmission.

3G- Third generation mobile network.

4G- Fourth generation mobile network.

Satellite – which received signals from the Earth and also sends back signals.

TV station - Office of television, equipped in the transmitted gadgets and high transmitted to link with satellite.

UNESCO - United Nations Educational, Scientific and Cultural Organisation

Programme—Various programmes which are telecasted in TV.



UNIT – II:

ORGANIZATIONAL STRUCTURE OF TV NEWS CHANNELS, TV NEWS ROOM, PRODUCTION DESK

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Organisational structure of TV news channel
- 2.4 TV newsroom
- 2.5 TV news production desk & its functioning
- 2.6 Summary
- 2.7 Check your progress
- 2.8 Application
- 2.9 Glossary

2.1 LEARNING OBJECTIVE

It is nice to view TV news channels, but there are complex arrangements behind such programmes. It includes its organizational and management. This needs several categories of skilled workers. The channel head, managing director, reporter, camera person, copy editor, Bulletin producer, news presenter etc. have to work in close cooperation to produce the programme. The purpose of this study is to acquire more knowledge over all these things.

2.2 INTRODUCTION:

Every TV channel produce programmes in their own style and choice. Some specialist and officer work over this. The Tv programmes are produced and transmitted by the joint effort of many skilled workers like the managing director, journalist, reporter, floor manager, anchor, copy editor, sound engineer etc.

News channel is the time bound news transmission unit. The news head or channel head is the highest officer. Under him, the reporter, cameraman, bulletin, producer work, news collected for difficult parts of the country and abroad. All the news that comes to the newsroom is edited. The copy editor and bulletin producer give the news a final shape for transmission. The video and bites collected from field or agency are added into the script before transmission. The time frame of a news bulletin is fixed, therefore it cannot be extended. But during emergency situation there is no fixed time for news.

2.3 TV NEWS CHANNEL ORGANIZATIONAL SET UP

Every organization has its own organizational set up which makes it run. Looking at the TV channels set up, organizations are important. Every organization action is very important if we are talking about TV channels then we must first know that TV channel is important organisation where every second counts. Therefore, it is very important to have highly efficient organizational set up one TV channel can create high value products, name and credible to its viewers. Always the economic condition decides its organizational structure. Firstly it's important to know government owned National broadcaster's organisation Doordarshan. In India in every Doordarshan centre there is a Regional Director, under him 3 important departments are there. They are:

1. Programme department
2. Administrative Departments
3. Technical department

CONCEPT OF COMMUNICATION THEORY

1. Programme Department: In the programme department there is one functional producer. Under him or her more than one producer and an assistant producer is employed. The work of programme department is to produce interesting news, information and entertainment programmes.

2. Administrative Department: The administrative departments looks after the mostly all the administrative work of the organisation. Under the administrative department all other department works. The department is headed by a section officer.

3. Technical department: The department is run under the direct supervision of the Station Engineer. Under the central technical department, Executive Engineers run the show. The department has Programme transmission room, control room, electrical engineer, sound engineer and computer engineer.

PRIVATE ORGANISATIONS:

Other than government set up, various private channels have established multiple news channels. The organizational set up of private news channels is very different government channels. There is also a difference between each channels own set up.

Private Television Channel

President or Managing Director; Business Manager; Producer; Presenter; copy editor; Reporter

President or Managing Director: He is the head of TV news channel. He is chief of the services, differently some channels has an owner who works as the representative of the owner. In some channels managing director is over all incharge, he looks after production advertisement, finance, etc along with management of liaisons and relationship. He is the decision making authority. To reduce his burden of work in some channels there maybe a vice-president who carries out these decisions taken by the managing director regarding smooth functioning and policy matters. There may be News Directors under the vice president. They work as head of news bureau, under their direct supervision the production and transmission of news is done. They give the direction to which news should be given imp. To do such work in some channels there maybe chief news editors, news editor has some assisting staff like news co-ordinator. He works as a bridge between Newsdesk and Editor.

CONCEPT OF COMMUNICATION THEORY

Producer: There may be more than one producer in one news channels. A group of producers prepare news bulletin and the second group prepare special attractive programmes over the recent events. Daily news bulletin is prepared under the direct supervision of first producers. To prepare hourly bulletin is his main work. He is also called the bulletin producer. The second category producers are called programme producers. By transmission of fresh news they engage viewers, is his chief motive, News channels work 24x7 so every time different news transmission.

Copy Editor: To help the producers, a group of copy editors work, every time when new news comes in it is their duty to prepare correct and speedy bulletin.

Presenter: They are the face of the channel. General public know the channel through the news caster or anchor. They are very popular among general public. The popular and reliability of a news channel depends upon a good news caster. Viewers regularly see the channels because of the presentation skills of the anchor. Their main job is to present the news in proper manner.

Reporter: The backbone of a TV news channel is the reporter. They are connected to the society, they reach the spot as soon as they get information were the incident has happened and get the information. They immediately inform the office about the event. Main duty to send collected info to news desk, due active dedicated work of news reporter the news channel becomes lively.

Cameraperson: Those who accompany the reporters to the incident spot and take photos or videos are known as camerapersons. Understanding the importance of the event and morality of journalism they take the pictures with care.

Persons discussed above work under the news division. In addition to this a team of technical persons work in news channel. IT, RF broadcast, MCR, PCR, Electricals, Electronic, sound are the technical persons. Without their help it is not possible to telecast news in time.

Business Manager: In addition to this every news channel has a business manager. Under him a number of business executives. Their main work is to collect revenues through advertisements. Along with this they also try to improve viewership of the channel.

Editor: The editor links write-up received from different sources are with visuals with proper timing and editing. They remain present in the editing room meticulously edit and connect the news write-up and visuals eliminating the unnecessary part. They maintain the balance and equality in every news item.

2.4 TV NEWSROOM

Newsroom is that place where the news collected from various parts as from villages, districts, states and international news are edited and made it transmission worthy. In other words, collection, processing and transmission activities are performed in the news room. The size activities decide the number of staff, which is different channel.

The harmony of staff in the the news room is given below:

Editor	--Graphic designer
Output Head	
Input Head	
Cameraman	
Sound Assistant	
Light Assistant	
Visual editor	
Copy Editor	
Bulletin Producer	
Sub Editor	

We will now discuss about the functions of Newsroom. News comes to the newsroom in various ways:

- Press releases
- Different Programmes celebrations, news collected from the area of incident

CONCEPT OF COMMUNICATION THEORY

- News collected on the instruction of senior journalists of the channel and news resulting from it.
- Analysis of recent events
- Different news-agencies supplying news.

After seeing news materials in the news room, the reporters write the stories in their own words and put them in servers. If required it is also made with voice (voice over). In order to bring novelty to the story, they consult with visual editor, and finalise the production materials. If required they collect visuals for the video library and connect the news story with old ones. Internet is also pressed into action. If more coverage is required, they visit the spot and shoot some new pictures. The journalists after coverage, they return to the channel office and submit the new cards or memory card to the ingest section. Ingest section soon put it in server after capturing it. By this time the copy or story is edited and send it to the news bulletin producer. The channel is active around the corner.

2.5 TV NEWS PRODUCTION DESK AND ITS FUNCTIONING

We have finished studying the activities of TV newsroom and its working. Now some more details about News production, Desk and its working norms. News disc has two vital divisions; Input desk and Output desk.

1) INPUT DESK

Now, some details about input desk. To collect news from different sources is the main work of input desk. One input head supervises the work. A journalist of prolonged experience is made in charge of this desk. Besides he has the knowledge about sources of news. He engages the experience for field journalists to collect news for field. He directs working news reporters to visit different spots. The journalists are of local, district centric, metro centric or some freelance journalists who contribute news input. This desk decides which story to follow up and given importance. This desk works around the clock and hence the staff can be in three or more shifts. The desk is alert to receive any sort of news coming for different directions, machine which is active all the

time. The employees working in this desk need to be expert in handling coming news and unmindfulness may lead to losing vital news items. Persons sitting in the desk are always in search of news besides they keep in mind what news is generated and sent to the input desk for news spot looking vital news items. Persons sitting in the desk are always in search of news besides they keep in mind what news is generated and sent to the output desk. There may be many hue and cries for any small wrong news. Sometimes due to oversight an important news is left out, the competitors channels highlight the mistake to attract the views. This may prove the inefficiency of the channel and viewers loose interest in the channel. Once the credibility is lost in the mind of viewers it is difficult to rebuild it again.

2) OUTPUT DESK

Now coming to what happens in the output desk. As per the name, this section is devoted to output desk. This section is usually headed by a experienced journalist or bulletin producer. Some bulletin producer, copy editor and programme co-coordinator work under the out put head. Now-a-days, news is telecasted 24x7 ie 24 hours of the day. Output head is responsible for the transmission of every news in every bulletin. So it is very vital like the input head.

Every news coming in the input desk is made to fit to be telecasted after through editing and considering the best time to telecast sent to the output desk. The reporters write the story and send it to the server. Later the copy editor edits it, consults the producer for putting it on the befitting bulletin. Bulletin producer takes the decision whether to put the news in local, district, regional, state or international category and telecast in the appropriate bulletin. Once the time of transmission is decided, the story is commented for written script for visual form or it is recorded by reading.

Later it goes to visual editing desk and sent for voice over, visual over along with printed copy. One efficient visual editor does the editing work. If required some visual, data plate or graphic are added to it. The news story is then named and sent for transmission through server. Then it telecasted in appropriate time. It is duty of this desk to prepare certain no of stories, visuals, phono etc. Besides this desk has the responsibility to see that all scenes, voices, graphics and advertisement are telecast in

proper time. The desk is responsible for any lacuna in execution of the telecasting of news bulletin. Work in this the channel runs all the 24 hours by efficient and experienced technical and journalistic women.

2.6 SUMMARY

Behind every enjoyable TV programme, there are many type of menteculous management . Organisational and admission arrangement are vital aspects. The legion of skillful workers like channel head, managing director, reporter, camera person, copy editor, bulletin producer, and presenter work hand behind every successful channel. They all work like parts of an efficient machine and any part or individual fall short, the TV channel work is hampered. Everyone has to have full co-operation to execute the job.

- Every government or private channel provide programmes in their own style and manner and transmit them. In government organisation the station director and in private channels the managing directors are at the helm of affairs. Under his able guidance, the cameraman, reporters, anchors, presenters, editors, presenters, editors, sound engineers, copy editor, floor manager etc. work to produce and transmit programme.
- The private established news channel is timely and useful producing and transmitter bodies. The input materials are collected for all over the world for the happening sites, which are edited and processed and made fit for transmission. Copy editor prepones the final script and coordinates. The visuals collected for field are mixed with sound and bites. The transmission time is pre fixed and hence the inputs are processed in stipulated time. But during flood, cyclone, tsunami or accident the time limit can be relaxed keeping in view of public utility.
- Every news channel prepares transmissible programmes day and night. All the newsroom inputs are selected, edited with caution. The headline news is announced first and subsequently detailed news in telecasted special bulletin transmitted on important matters.

- The visuals received by news desk are through scrutinized by expert editors. The graphics dataplate, background music etc are connected in case of requirement. Later the news story is given an attractive name a sent through the server to ACR for transmission.

Every item of news bulletin contains appropriate story, visual, phone-in, photos. Besides this they try their best to make the news bulletin viewer friendly. This is their primary and main job. The matter is made error free in all aspect. This also requires three shift duties.

2.7 CHECK YOUR PROGRESS

1. What is the process through which news is produced in TV?
2. What are the responsibilities engaged in news transmission?
3. What is the working schedule of Input head?
4. What is the difference between government and private channels?

2.8 APPLICATION

1. Write your working schedule as a news channel employee
2. Roam around a news channel office and observe their working schedule.
3. Prepare sketch for a TV Newsroom.



2.9 GLOSSARY

Bulletin: A short news announcement concerning some on-going news story at a regular interval like every hour in a news channel.

Ingest: The process of transfer of the visuals, audio from the camera after shooting.

Coverage: The amount and quality of reporting or analysis given to a particular subject or event.



UNIT – III:

WRITING FOR VISUALS

3.0 UNIT STRUCTURE

- 3.1 Learning Objectives
- 3.2 Introduction
- 3.3 Script Preparation for visual media
- 3.4 The Script for Presenter / Anchor
- 3.5 Editing of Bites
- 3.6 Visual presentation & editing
- 3.7 Summary
- 3.7 Check Your Progress
- 3.8 Application
- 3.9 Glossary

3.1 LEARNING OBJECTIVE

Television is not print media like news paper or auditory media like Radio. It is mainly hearing and visual media. Preparation of script for TV is done with proper planning and proper thought which time is taking. The visuals and sound collection from the site of incident are carefully mixed and final form is evolved. Purpose of this study is to give a concrete idea of this.

3.2 INTRODUCTION

News bulletin is prepared for TV with care because it is both visual and auditory media. It does not give you the happenings of yesterday as it is in Newspaper, rather it brings up-to-date news. Hence preparing news bulletin for a TV channel is done in warfooting.

News and visuals are collected from different places in the country and abroad either through representative or the electric gadgets. The importance of every news input is examined to decide as to make headline or inside news. It is done by direct supervision of “News Head”, and visual editor finalizes the transmission materials. This entire operation is done in this study.

3.3 SCRIPT PREPARATION FOR VISUAL MEDIA

Every mass media has its own style of production; there is a lot of difference between print media and electronic media. Again visual mode is different from auditory mode. There is art in preparing script for media, one has to understand visual media before preparing the script. Always remember only through visual media good contact with viewers can be established. Hence a good quality visual material can glue the viewer. Visual is the main difference between television and other media. Presenting materials not to the taste of viewers can generate dislike. In comparison to other media, visual media can attract more viewers for good visuals.

As a matter of fact news is same for all, but presentation style differs.

- Length of story is not long as in print. As in print media the space is important, in electronic media time is limited.
- As transmission time is limited the length of the story has to be limited.
- The importance of story in electronic media is different than that in print media.
- Electronic media brings the news instantly where print media brings the news to the reader next day.

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- Like print media, electronic media also tries to answer 5W and 1 H, Who, What, where, Why, who and How. Every story must be able to answer the six questions. Visuals are very influencing to the views rather than printed pages.
- Since visuals tell all part of the story, scripting part is shorter in TV.
- The visuals or spoken words should have purity not only in pronouncement; it should give importance to spellings also.
- Along with news, the person concerned is studied with name, face, personality and rank. Hence the visual is made authentic reliable.
- Visuals are presented to the viewers with meticulous editing and refining, which of not possible with print news.
- The story prepared for visual media, should be soothing to both eyes and ears.

3.4 THE SCRIPT FOR PRESENTER /ANCHOR

The television news is presented nicely by a telecaster/ presenter/anchor. The anchor first reads the most important part of the news. Subsequently he follows the story prepared in relation to the news. The anchor may have a very high standard of presentation skill and style. But if the script of the news has no matrix, the bulletin cannot attract the viewers. Hence anchor has to prepare the script in an attractive manner.

- ◆ The lead story is presented first
- ◆ Lead is meant to attract the viewer towards story
- ◆ Lead contains gist of story.
- ◆ A good lead can attract the viewers towards story.

Some tips to prepare a good and successful script:

- The story given by reporters should not be in the voice –over.
- Last part of the lead should contain words and sentences in such a way that it takes you to the story.

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- Script should be prepared after going through the entire story.
- Viewers should get different leads for different parts of the story.
- The visuals can be lined up as per development of the story.
- The viewers are attracted more towards the lead rather than full story.
- Lead should contain a bit of human anxiety as far as possible.
- The impact on viewers though the lead should be guessed.
- If the story is on a person, he should be given more importance.
- If a personal story is prepared and transmitted it should be seen that there is no blot over his prestige and reputation.
- The viewer should not be allowed to guess for more time. The lead should be complied in 3-4 sentences.
- Important to note that lead should not be longer than 30 seconds.
- Lead should answer the who, what, why, where, when and How.
- A nice lead should be written in simple sentences.
- All materials in lead should be limited to 15 words.
- Lead should contain why the story is presented.
- Lead may contain the reporter's name and place of reporting along with name of event, celebration etc.
- The gist of the story should be available with the lead.
- Lead should not be broken sentence like headlines. If possible all full sentences should be used.
- Maximum 2-3 sentences may be used for a lead.
- Lead should not be elaborate.

The above points should be taken to consideration to prepare a good news lead.

3.5 EDITING BITES

- Bites are taken in period of 20-30 seconds.
- Bites are edited carefully.
- If a bite can be splitted to add some important in form.
- Bites are complemented with one or more than one flush.
- White flashes duration is limited to 15 frames.
- Bites are first listened, understood and then the starting and finishing points are determined.
- It is done by visual editor, but if required, the same can be done by bulletin producer or output head. His direction becomes final.
- In every bite, the name of person and designation given in the Aston plates.
- The person for bite and aston plate should tally accurately.
- In sensitive issues like gangrape victim's name and face is covered with 'mosaic'.
- In some news the reputation of the victim is protected by using false name.
- If the quality of auditory part is bad, it is cleared by filtration and made fit for transmission.
- If the audio quality is bad, it is declared by writing in the screen.
- As per rule audio level should be within (-) 12 decibel.
- Audio should be faded in the beginning and end of the bite, otherwise it will be attractive to the viewer.
- If required the bites of so many persons of divergent views can be fitted in window.
- The duration of bite may last up to one minute.

- If the visual quality is bad, the bite can be eliminated in the story.
- If the person giving bite uses slangs, obscene language, it can be edited with using a 'chip'.
- Irrelevant topic on bite can be eliminated.
- At times, due to various reasons, the name of reporter and place etc are not available. Such bites should be carefully edited.

3.6 VISUAL PRESENTATION & EDITING

The journalists and cameramen visit the site of incidence, and collect visuals of different nature. They return to the studio and deliver the collected materials are deposited in Ingest and get captured. The visuals recorded in camera are stored in the cassettes in the camera or kept in the memory card. Once the visual materials for the cassette are captured they can be reused. Likewise, one memory card has capacity of 32 GB or 64 GB. It can preserve recording of around 4 hours. But occasionally due to some reason, the memory card gets defunct. Hence the useful material like news may be lost. So, it is proper to preserve them in proper cassette. Immediate capture is essential to save it.

The cameraman arranges all shot material in the computer, which is called capture or Ingest. It is a technical procedure. It can be done by person having adequate knowledge in audio and visual handling they know where they are to be kept. Every visual is captioned with name of reporter, place, date, mane of story etc to preserve. During capture if the visual has any problem, he immediately summons the cameraman and informs him. If required he may visit again for fresh shootng, otherwise the story is complemented with other visual capture. For visual capture, the news channel has an Ingest room.

Visual capture requires gadgets like high-power computer, video capture card, card reader, VTR, sound system, different type cables, connectors, and the specific software. The cassette for the camera or memory card is fitted to card reader or VTR. The by multiple cable connection, a particular computer software is engaged to capture it. Visual preservation is possible due to capture only. The visuals meant for news are put

in the server meant for news. The news editor edits the story after going through the visuals.

VISUAL EDITING

We have discussed about visual preservation. Now we discuss about visual editing. Since news channels run all 24 hours, the visual editors are often more than one. They are mostly working in the head office. Both new and experienced visual editors work together. Visual editing has special courses of study. In this they teach about artistic and technical editing. The visuals are needed to be technically perfect, artistic and should create interest among viewers. Hence much care should be taken while editing every news item. A single news can be transmitted in different styles. News items are named according to its importance, like AVO or OCVO, Bite or Shot, AVO bite or OCVO shot or package, vosat etc.

- ⇒ Visual editing depends upon how much time for transmission is allotted for the story.
- ⇒ Visual editing is done only when written or printed copy of the story, visual, voice over and graphics are available in editing desk.
- ⇒ After going through the story, it is planned how to edit the visuals.
- ⇒ Software is opened and story is named as new project.
- ⇒ Visuals and voice-overs are arranged according to the available story.
- ⇒ Visuals and voice over are connected to copy of script/story.
- ⇒ After going through the visuals, the bulletin producer is contacted for any short fall in the materials.
- ⇒ In the electronic media, time is very precious. Hence a story with deficiency may be kept in hold.
- ⇒ Voice over is edited as per the copy. In this audio cable, fading at the last part, commands etc. are included.
- ⇒ Visual paste is made over the voice over.

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- ⇒ Bites are arranged in the stores by cutting them to pieces.
- ⇒ After visual editing, background music, visual effect, graphics are attached for attracting the viewers.
- ⇒ Action play is added to bites.
- ⇒ Before putting to server, the whole bulletin is reviewed and all major faults are corrected.

SOME PRINCIPLES OF EDITING

- Use the visual shootings to make the story lively. But avoid any objectionable words.
- Good visuals and soothing sound can attract the viewers.
- Do not make the story obscene by complex editing.
- Visual effects are used as per requirement.

3.7 SUMMERIZATION

- TV is the best audio-visual medium. It has specialty and superiority over news paper and radio transmission. Preparation of script for TV requires meticulous thinking and time. Therefore the headlines are prepared after due thought. The news for far and near, bites, visual etc, are compiled. The employees in the news room have to work hard to prepare a full and informative news bulletin. The bulletin producer, copy editor, presenter, chief editor, and other employee have to be careful and alert to prepare a good news bulletin.
- The news from every nook and corner of the world, collected through the reporters, bites, statements connected through the international news agencies are compiled in the newsroom by full priority. The news head considers the importance of each material collected. He decides which items are to be made headlines and which part are to be given on less important news. He discusses the matter directly or indirectly with the bulletin producer. Then the visual editor

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takes out useful visuals and edits them. The newsroom processing is done under full co-operation all sections of newsroom starting from bulletin producer to the final presenter or telecast/ anchor.

- Newsroom activity is dependent on many technical processing. To start with, the camera visuals are preserved in the computer. The editors connect the particular news audio to the concerned visual along with the name of story, date, reporter's name and place of incidence. The ingest room of a news channel is equipped with high power computers, with video capture card, card reader, VTR, sound system, different types of cables, connectors and specific software for capturing. The materials collected by camera recorded in cassettes or memory card, are connected to card reader or VTR and through the specific computer software is engaged for the capture. Every captured visual is sent through the server for news purpose.
- Since the news channels work round the clock, every channel has more than one editor working in shift duty. Sometime they postpone the transmission if required due to delay or technical snag. The editing is done on the basis of voice over and hence level, fad and command cutting are easily done. Later, visual is pasted over the voice over and bites are cut to adjust in storyline. After this rigorous process of editing and compilation the news item is added in the background music and visual effect, graphics etc.

3.8 CHECK YOUR PROGRESS



1. Which are things to be seen to preparing visual media?
2. How the script is prepared by Anchor?
3. Give a sketch of visual conservation and editing.

3.9 APPLICATIONS

1. Prepare a 10 minutes. New script for the anchor
2. Collect a bite and edit it.

3.10 GLOSSARY

Server: a central computer from which other computers get information.

Anchor Lead: The first important topics to be read by the anchor in the script.

Newsroom: Newsroom is the central place where journalists—reporters, editors, and producers, along with other staffs—work to gather news to be published in a newspaper or broadcast on radio, television.

Bite: Also known as sound bite is a brief recorded statement, as by a public figure, broadcast especially on a television news program.



UNIT – IV:

DIFFERENT TYPES OF TV PRODUCTION

4.0 UNIT STRUCTURE

- 4.1 Learning Objective
- 4.2 Introduction
- 4.3 Different types of TV production
- 4.4 News Bulletin
- 4.5 News features
- 4.6 Program based on recent happenings
- 4.7 Summary
- 4.8 Check Your Progress
- 4.9 Application
- 4.10 Glossary

4.1 LEARNING OBJECTIVES

The flow of life is unique. To manage life one has to be acquainted with different know-how. One such thing is TV production. The every visual, voice, script, pictures and every bit of sound in a TV channel one carefully selected, edited and made to order by a series of experts. Before the transmission of a programme, there is a series of behind the scene activities. This phase is called planning or preparation phase. The implementation of such planning is production. The purpose of this study is to give a fair idea about what is production for the learners.

4.2 INTRODUCTION

The planning and preparation before a TV program is transmitted is called production. The concept is given a concrete shape, fit to telecast form, through production. It is passed through three stages live, preparation, production and post production. It is discussed, how the news collection, news editing and feature preparation along with recent happenings moves through the process to make a transmission enable TV program.

As a sequence of events, the programme passes through: Pre-preparation, preparation, and final preparation. Which covers different aspects of the subject, some programme is prepared inside the studio where as sometimes, the whole world works as a studio. The materials collected from different places are collected in the studio and after through screening, the news story is prepared. The news is made attractive to the viewers by the style of presentation by the anchor. Detail introduction on the subject is given.

4.3 DIFFERENT TYPES OF TV PRODUCTION

TV programmes are produced as per requirement by the channels. It is actually different from that transmitted by Radio programmes and Cinema shows which are auditory and audio-visual representations. Even TV production is different from cinematography in many ways like cinema production. TV production has also to go through all the three stages like: 1. Preproduction, 2 Production, 3. Final Production

1. **Pre Production:** It is preliminary stages of production, like site of collection of news, rough copy and making the team ready to reach in time and work efficiently.
2. **Production:** It is the real shooting of events at the site of incidence, celebration, etc. includes taking bites for key personalities.
3. **Final Production:** It is the final stage of production. In this stage all the pictures, word, bites, collected for the field are assembled and thoroughly sentimental and editable. If required they are complemented with graphics and made fit to transmit in the news channel. All the three stages of preparation are vital for the production of TV programme. It is different for print media or radio and

prepared for our ear and eyes. The script is not like that of newspapers. The presentation and anchoring style is taken into consideration for preparing the script. The language is kept simple for the benefits of all type of viewers.

4.4 NEWS BULLETIN

When we talk about a book, matters like sentence, chapter, letters, words, pages and layout come for discussion. Likewise news bulletin has some vital topics, the most important among them are: (a) Story, (b) Anchor (c) Super (d) Sound bite (e) Stand up (f) voice over (g) package etc. These topics can be discussed here according to their importance.

- (a) **Story:** It is the most important part of the news item. Events with specific importance are called a story. So many topics are presented simultaneously. Every topic bears a story. Every story is transmitted in TV inside the news.
- (b) **Anchor:** The person who directly came before the audience is called newsreader/anchor/newscaster or talking head. The anchor appears before the TV screen and explains nicely the news the views are going to see. If due to same reason, the visuals fail to appear or delayed due to technical reason, the news presenter explains in lucid language to fill the gap, as if he has an eyewitness to the event. If the words and style of presentation is effective, the viewers believe the story as the true consumers do not get a hint of any topic.
- (c) **Super:** This description about a person or place or event is done through any available old relevant visuals, photographs is called “super”. This describes the past activity of the person.
- (d) **Sound bites:** In every news bulletin, the comment/opinion of some prominent persons is transmitted. When many details are not available about an event or development, the persons connected in the subject are asked to give their statement orally shortly to make the program lively. It is called sound bite. It only supplements to the factual aspect of the happening.
- (e) **Stand-up:** Sometimes live news is presented in presence of news reporter or journalist. It is done by the anchor being in front of the camera sequentially

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describing on the news spot. Then he discusses the matter with the available press reporters and takes bite for onlookers and finally links with the news item. Since the anchor presents it by standing, it is called a “stand up”.

(f) Voice-over: During transmission of news, in addition to the voice of news reader, some other voices are also added in the news bulletin. When a voice is super added to the visual or photograph, it is called a ‘voice over’. It is different for different type of news.

(g) Package: When news is transmitted in the form of a story, it is called a “package”. If package includes different visuals, PTC, voice over and bite etc, usually a package runs for 1.5 minutes to 2 minutes. The anchor prepares the package in his own style and presentation.

A news bulletin is usually of 30 minutes duration. So the content of the package and the script should be made keeping in mind the topics to be discussed within the available time frame. Besides while preparing the script of the news bulletin. Besides, following some basic and simple principles, a good news bulletin can be prepared.

- Every news story should tell what, why, how, who, where and when.
- Since the news remains in the air for very less time, the language should be as simple as possible.
- The viewers of all intellectual levels should be kept in mind while preparing script.
- Always use simple and easy sentences.
- Each sentence should contain 13-14 words long and difficult composite words should be replaced by small, simple words. It attracts the listeners.
- Script should be in the commonly used language, local language appeals more than official language.
- The use of present tense makes it lively and novel. If required the language be modified to ‘now’ instead of present tense. Word “Today” is avoided. Direct

speech is preferred. Figures can be written in words rather than figures as ten thousand should be written ten thousand.

- The final news strip is written in capital letters. When age is to be written, first age is written and then event is written.
- Name, place, address should not be written in short, it should be written –Full. While, writing abbreviation, each letter is in capital followed by a dot like OCA, CBI, CDA, CMC, IIT.
- Word with difficult pronunciation should not be used rank, designation, post; etc is ensured before putting them in telecast.
- Script should be fully read, the mistakes correction the gist of news should be in the headline.

4.5 NEWS FEATURE

The detailed description of persons, place, situation or events coming in relation to news is called a feature. A viewer is more informed by a feature. A viewer is more informed by a feature viewing rather than news only. Because all facts and figures received cannot be told in the short news bulletin. In other words, the analysis of news with related events is called feature. While news is written in brief, a feature is written elaborately. The style of writing of feature is different from news. A feature is not written on an inverted pyramid style. Feature has beginning, middle and conclusion. It does not adhere to any fixed principle. It is difficult to write a feature than view writing. The news is completed with graphics in absence of adequate visuals out feature needs more number of visuals. The interview of a prominent personality can also be made a feature. Besides, matters with human anxiety, recent hot news, new trend, culture and tradition, everything can be taken for writing a feature. A good and effective feature can be bearing some basic and simple criteria.

- Selection of subjects for writing a feature should be done carefully.
- Subject selection should be such that it attracts the viewers.
- The deep research over a topic with more new facts can be attractive. It should be of 2/3 small chapters and starting should be in an interesting style.

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- A feature should be informative, educative and entertaining. It should have some element to bind the viewers.
- Last part of feature should be with a question or with amazing facts.
- The main part of feature should be with a quotation or with amazing facts.
- The main part of features should contain the factual script, voice-over, dialogue, background information etc.
- It should be within the understanding level of all type of viewers.
- Quotation, remarks and vital information should be added to feature to make it more attractive. It should be in small and simple sentences.
- It is longer than a news story, hence there should be a binding thread from a beginning to the end of the feature item.
- The presenter can insert his own opinion or views to make the feature more appealing. Adding voice over from good vocal artists in the background can make it more soothing and acceptable.
- Only decent and relevant visuals should be used in a feature. Expert bites be avoided when possible.
- No 'flash frame' and 'out of focus' should be used. No loose talk allowed. Final part of feature should be thought provoking to viewers.
- It should be reviewed and revised before putting it to the server. It should be completed much before the transmission time.

4.6 CURRENT AFFAIRS PROGRAMME

TV viewers like to see programmes on recent and contemporary events rather than news. News contains only information but these programmes contain more entertainment items. Viewers' choice is changing along with the changing world. Hence such programmes should be prepared keeping in view of change of liking by viewers. A brief about what matters be taken up for preparing such programme.

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- a) Indian society: Women and their problems, population, government policies, poverty elevation programme, women and the world, children, physically challenged people, group clash, secularism, etc.
- b) Geography: Global warming, Elnino and its impact, Ozone layer depletion, cyclone, Tsumani, Earthquake, etc.
- c) Indian polity: Election, capital punishment, corruption free India, Spectrum distribution, Mahanadi dispute.
- d) Social Problems: NGO's and their responsibilities, welfare programme,
- e) Administration: Different planning and their implementations.
- f) International relations: politicians, economic, nuclear problem, problem and their solutions etc.
- g) Indian Economics: Budget, different welfare schemes, public private partnership, retail market, economic recession, market management, etc.
- h) Science and Technology: Discoveries innovations, news facts, about old theories, satellite, computerization, e-service, new treatment modalities.
- i) Internal security: Black money, hoarding, naxal problems, extremisms, separatistism, human and cattle migration.
- j) Morality: Conscience, falsehood, injustice, corruption untouchables, blind belief. Etc.

In addition to the above, there can be innumerable subjects over features can be prepared and transmitted in TV channels keeping in view of taste, choice of viewers and current events in society. They can be classified as – as studio programmers, film production, live coverage etc.

1) Studio programme

It is done inside the TV studio. It is mostly of two types: studio discussion, or talk show, and studio interview.

i) Studio discussion or Talk show: One or a group of persons discuss on a particular topic in a studio discussion. Whenever two or more persons are participating, one

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person as co-ordinator manages the show and carry forward the discussion with different questions, The subject experts answer the questions and discuss over the topic.

By this a conclusion or inference is derived at the end of the discussion. During the discussion, one participant can deny the opinion forwarded by another participant and claim authenticity. The viewers get more information and entertainment out of such programmes. This can be arranged outside the studio also. But there can be technical problems on such out of studio arrangement. Nowadays, all the channels transmit such live programmes on their prime time, viewers like such programme.

ii) The Studio Interview: TV studios organize interview of personalities and transmit in their show. Such interviews are included in the contemporary news items. Sometimes, more than one person are interviewed simultaneously. One questioner can ask the same question to the specialist, to a celebrity or also to a common man. The main purpose of interview is to get full information from an important personality through a series of questions within limited time. There can be interview of many types but there are three popular form of interview.

They are

- Informative interview to extract some specific facts on a particular topic.
- Interview to collect opinion from people
- Interview of a person to know about him.

2) Field Programme

It is done through an OB van or outdoor broadcasting van by which is recorded and broadcasted simulatenously. Cricket match in a stadium, other matches, Rath Yatra, Dhanu Yatra etc. are the examples. Large numbers of cameras are installed to show the views from different angles and locations. Many live programmes are shown in this field programme. Such programmes require more technical persons and more expenditure.

3) Sports

Though large no of sports programme are shown in the TV channels there can be three such types of programmes:

- i. Live coverage of sports, the live coverage of sports like football, cricket, hockey, Kabadi etc. done for the playground itself with the help of OB van.
- ii. The recorded programmes of field events are broadcasted later on for studio.
- iii. There can be Informative programme on sports subjects with general, knowledge interview of sports personalities, documentary films on sports.

4) Documentary films:

It is a film containing facts, pictures, information, on some basic facts and subjects. It does not contain any fiction stories. The documentary pictures are of 5 categories.

- a) Reportage
- b) Impression based or imaginative speculation
- c) Thoughtful documentary or ideas
- d) Docu-drama
- e) Travelogue

a) Reportage

The objective of reportage is to bring a dramatic presentation over a subject without changing the basic facts. The originality of basic fact has to be preserved. This film takes the shape of movies by editing. Example – If you take the whole length of match in your reportage, viewers will be bored and desert it. But taking the internship parts and crucial events, if the match is shown then it is viewer friendly. The viewers get proper excitement of a match. It can include showing of reactions of public and sports experts.

b) Imaginative

It is difficult to understand imaginative films rather than other films. The subject matter and the filming style is totally different. Shooting of such films are associated with some

news shots along with old shots. Actually they are editing based films. The unconnected shots are serially arranged produce a meaningful sequence. If the shots are not relevant they are made relevant by creating anxiety on the viewers. The action by efficient and experience editor, the film is given a new look. Such films take the help of running commentaries to interlink the visuals.

c) Documentary of Ideas

This is also prepared like imaginative film, as discussed earlier. In documentary of ideas every visual scene may not depict a meaning but may depict a clear meaning but may depict a comparative sense. In this one scene can be interpreted in different ways. Like imaginative this type of films is also completed by editors level. For example, a man walking for long time in the forest alone can be for a apprehending danger, otherwise it can also be interpreted that a man who has failed in every sphere of life or frustrated in love affairs, leaves the material world and runs to the forest for solace. In normal life, nobody owned him, but in forest there is none to tell him. It can also be interpreted in that way.

d) Docudrama

It is the presentation of true facts collected from day-to-day news, in a dramatic form. The characters in this drama are unrelated to the original event. In the contemporary TV, telecast some popular programmes ‘Crimepetrol’, ‘Sabdhan India’, ‘Crimefile’, etc. are examples of docudrama. There is good number of such programme which raises the interest and anxiety of viewer besides movies, documentary and feature films.

e) Travelogue

People try to remain away from their routine busy life to get peace and entertainment for sometime. For this they plan visit to some artificial or natural tourist spot to spend sometime. Some of them preserve their experience in forms of write-up, photographs or video shooting. They enjoy it on viewing later in their free time.

Earlier such activity was being taken very lightly but now it is taken as passion or profession. In every country, state, tourism is recognized as an industry. Hence, to

attract the tourists from far and near some tourist spots are developed to the best of their spots are developed to the best of their taste and documentary films are made such places.

Such films contains the natural surroundings, worth seeing places, tasty food, relaxing places are included besides details of hostels, lodge, Panthnivas, language, culture, food, communication, transport, coins. It is for the information incoming tourists so that they are attracted to that destination.

4.7 SUMMARY

- Almost all programmes telecast in the TV are produced after proper planning. The arrangements before telecasting are called production. Every visual transmitted in the TV screen and every word or sound heard are meticulously selected, edited and the script prepared according.
- Many activities precede the actual telecasts which are away from the eyes of the viewers. That is the pre telecast stage. All such acts are part of production. No programme is fit to be telecasted instantly. It precedes imagination, planning and final execution. All such actions are included in production.
- Production is preparation for giving shape to a programme. At first, it is imagined, and then the procedure to get it done is called production, which contains pre-production, production and final production. Collection of news, news editing feature preparation and recent happenings etc. take the production process to the final stage. Production of every programme needs some special action which may be different for other programme.
- A channel studio can also undertake indoor shooting of programme. As such any place in the world can be the site for shooting to prepare a programme. It is called outdoor shooting. Any important event happening in any apart of the world can be shot in camera and brought to studio. They are scrutinized thoroughly and a story is made out of it. It is presented in an attractive way by the anchor.

CONCEPT OF COMMUNICATION THEORY

- News bulletins are made very carefully, feature, interviews, etc. are prepared in different style. Full information about the person in Interview is obtained collected. They are told on which topic their interview will be concentrated. The questions on interview should be relevant. Much care is taken to make all programme attractive and liked.

4.8 CHECK YOUR PROGRESS



1. What are the demerits of a news bulletin?
2. What makes a good news bulletin?
3. How a news can be made a feature?

4.9 APPLICATION

1. Collect news to prepare today's news bulletin.
2. Make a 10 minutes feature on 'Mahanadi conflict'.
3. Prepare a travelogue over a tourist spot of your area.

4.10 GLOSSARY

Trends: A general development or change in a situation or in the way that people are behaving

El Nino: Refers to the cycle of warm and cold temperatures, as measured by sea surface temperature, SST, of the tropical central and eastern Pacific Ocean.



UNIT – V:

ANCHORING FOR TELEVISION

5.0 UNIT STRUCTURE

- 5.1 Learning Objective
- 5.2 Introduction
- 5.3 Presentation/Anchoring
- 5.4 Pronunciation of Anchoring
- 5.5 Production and Voice change
- 5.6 Summary
- 5.7 Check Your Progress
- 5.8 Application
- 5.9 Glossary

5.1 LEARNING OBJECTIVES

As per saying of popular writer Surendra Mohanty, “One can walk if he has legs, but all people having hands cannot write.” Similarly, man with vocal power can speak but all spoken words are not nice to hear. The beauty and miracle of a word comes from how best it is spoken. In the contemporary world, TV is the most powerful media. It transmits news long with other meaningful programmes. Every important information is announced through the anchor. An attractive announcement can bind the viewers and keep them anxious. It is the style of speech which enchants the viewers.

Presentation style, and the anchors’s qualification etc are discussed in this chapter along with what aspects are to be taken care to make more effective presentation.

5.2 INTRODUCTION

It is said, “A good hair does beautifies the head, and speaking style makes words beautiful.” Everyone can speak but everybody’s talk is not appealing. It is the way speaking make the words more beautiful. In the past some people used to roam to village and tell stories. They were called “Galpa Sagar”, or “Ocean of stories”. The villagers used to pay some remunerations for their nice words. In the present day society, the presenters in the media are like the older day storyteller. A presenter is a speaker, actor, recite and linker in a row. A person with these multiple art can be a successful anchor. We will discuss who can master this special art to establish himself as a popular anchor.

5.3 PRESENTATION/ANCHORING

In fact, large number of persons of both sexes is interested to take up the act of anchorship in TV and other mass media. The chapter can give basic knowledge about what makes good anchoring and how it is done.

The viewers and listeners are attached to good anchoring art. Viewers enjoy programmes for hours together because of artistic and musical anchoring. That is the reason; presentation is called “face” of television. How should be this “face” is discussed here:

- The anchor should atleast be a graduate.
- Graduation in English or Journalism preferred.
- Intellectually alert, presence of mind etc are additional qualities of an anchor.
- He or she should be informed , alert and watchful regarding daily news generation in whole word and timely update, such as recent events, local news and related facts.
- Utilising physical strength and mental faculties, one has to practice the art till perfection.
- Should have enough patience and tolerance to face challenges in adverse circumstances.

- Food choice should be such that it can give maximum energy but should keep one fit enough to appear before camera.
- Appealing face, tasteful dressing is assets.

5.4 STYLE OF PRESENTATION

To become a good presenter, it is not the good voice or good figure that matters, a good style of presentation is also very important. Some more tips about style of presentation is given here.

- A presenter should have good self confidence.
- He/she should feel as a face above the crowd.
- The script prepared for presentation is to be read in own style.
- Repetition, dullness be avoided and matters with lighter vein and novel ideas be applied for good presentation.
- Good tasteful dress with hairstyle is essential for a presenter.
- Presentation should be face to face with camera.
- Script reading or repeated viewing of the script should be avoided.
- Presentation will be affected if the presenter thinks about what other might be thinking. Hence work should be with full concentration.
- The attention should be to attract the viewers.
- The prepared script should be read repeatedly before presentation to remember.
- If any part of the script is forgotten, it should be made over with some relevant words in mind.
- If four things are to be told they should be told one by one, rather than all at once.
- One should be prepared to speak something all the time
- Full knowledge over history, culture and politics is essential.

CONCEPT OF COMMUNICATION THEORY

- While one is in front of camera, any untoward incident like power failure, teleprompter failure, delay in receiving Breaking news item, feeling thirsty or instrumental failure are faced many a times. One should have the patience to face this.
- One should be ready to learn some new thing always.
- Some type of news is required to be learnt by changed voice, to appeal to the viewers.
- For different types of occasions and programmes, one should wear dress befitting to the situation and occasions. Like in festival days it may be sarvani Panjabi, other days suit and blazer. In lifestyle programme jeans/top/ shirt etc.
- The dress and other apparels should match the background of the studio.
- One should sit steady/straight in front of the camera to read news.
- While, presenting weather report, one should move from end end to another along with the green screen.
- In the outdoor programme, the present should have in hand some relevant articles, like food in a food festival, ball or racket, in a sports event, which makes the programme lively.
- Presenter should follow the rules of his own channel.
- Since the viewers are familiar with the type of telecast, it should be simple and relevant.
- Presenter should have a natural smile in his/her face.
- Head movement and hand movement should be as per requirement which are enjoyed by viewers.
- The unwanted movements of body parts during presentation, may damage entertainment element and detract viewers.
- See script only when required, otherwise look towards camera only.

CONCEPT OF COMMUNICATION THEORY

- The co-presenter should also be given equal chance to participate to develop good relationship.
- News presentation requires different gestures and postures as per the gravity of news.
- One should engage to prepare bulletin and write script if require to be done.
- Script prepared should be corrected with the help of others.
- One should reach the studio atleast 15 minutes before programme to do the make up etc.
- “Practice makes a man perfect”, should be the motto.
- News programme should be concluded at least 30 secs before end time.

5.5 PRODUCTION AND VOICE CHANGE

- One should be acquitted with local language of the place of working.
- Better knowledge in language can improve pronunciation.
- Proficiency in language solves many bottleneck in presentation.
- Presentation should be with confidence and clarity.
- Sometimes, the story of the news requires change of voice and lucidity.
- Which are the words to be stressed in news should come by practice.
- The meaning of a particular word should be understood properly which determines how it will be pronounced.
- A good presenter, every word and sentence is important and clarity and purity in pronunciation of same word with different meanings.
- One should avoid colloquial pronunciation and adopt to language in general practice which improves the credibility of the channel.
- News should not be read as “news reading” it should be like normal talking.

5.6 SUMMARY

- Anchoring is an independent art. Anchoring is not as easy as it generally seems on the screen. There are various methods or ways for anchoring. To be a successful anchor the person should work on his or her voice modulation. As television is a visual medium and he or she will be visible onscreen they should be presentable.
- Sometimes by using ones brain and presence of mind one can make the anchoring interesting. But it is not possible to improvise every time. Therefore well before the programme a script is prepared beforehand.
- Anchoring is not only speaking, it is an attempt to grab and retain attention. The anchor joins the different speakers and news together in a common string like creating a garland. Therefore anchoring should be done in a chronological and planned manner.
- The speech and pronunciation of the anchor should be clear. Each and every word should be clearly legible and audible to the audience. To be able to speak in a fluent and clear manner the anchor should do a lot of practice.
- The anchor should able to present himself or herself acclimatize himself inside the studio as well as out in an unknown place.

5.7 CHECK YOUR PROGRESS

1. What do you understand by Anchoring? Describe.
2. What practice is needed for Anchoring?
3. How should one present and read the anchoring it?
4. What should be the presentation of script for anchoring?

5.8 APPLICATION

1. Make news for TV Presentation.
2. Acting as an anchor, present a news before your friends.

3. Write headlines for newsreading
4. Write a script for programme anchoring
5. Write different types of script for TV.

5.9 GLOSSARY

- **Anchor:** A person who presents and coordinates a live television or radio news broadcast.
- **Script:** written-out version of a news story, the text of which is read on the air; a newscast is made up of a collection of scripts read by an anchor.
- **Studio:** A television studio, also called a television production studio, is an installation room in which video productions take place, either for the recording of live television to video tape, or for the acquisition of raw footage for post-production.
- **Studio background :** the blue or grey curtain at the background of the anchor.
- **Teleprompter:** an electronic device that makes it possible for people speaking on a television programme

FURTHER READINGS



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ANSWER TO CHECK YOUR PROGRESS

UNIT - I

1. What is television and give some idea about its utility?

The TV is a special chapter in the history of civilization of human race. It is the product of science and art; it is a wonder box in the eyes of general public. In general, TV means the transmission of moving and still pictures through electronic device. Earlier it was only voice was being transmitted through the Radio. But with the advent of TV possible to connect words with pictures and transmitters, television has largest number of consumers. In the present time it is almost in every household it is used as a day to day use item. It is a discussion and teaching friend to students, entertainment for less educated, and company for the lonely persons. TV is a special chapter in the history of human civilization.

2. Discuss about history of Television.

India could see TV for the first time by the end of 1950 with the assistance of UNESCO. That time the use of TV in India was in thick cloud. Some fundamentalist protested its use with the place that it may take us away from our civilization.

UNESCO donated 20 thousand dollars for installation of TV sets in community centres. USA contributed some necessary equipments. Philips India donated a transmitter on a

very nominal price/ Delhi established a TV station to transmit programme to 180 telecubs. In 1961 UNSECO had a survey of effect of TV on Indian population, which revealed that the impact was lasting and motivating.

In the same year, school TV programme started. Though it was meant to train the Delhi school science teacher, it was educative to the students of schools, not equipped with laboratory etc. With request of general public and TV film producer 15th August 1965 entertainment programme were transmitted. From the same day news bulletin was also transmitted.

3) How TV programme and Transmitted through cables?

In beginning, TV programme was taken to consumers through cables. In 1975, RCA prepared the first SATCOM and sent to space, which could take the programme to cities and villages. By 1990, the appearance of cable TV brought a revolutionary change in the transmission world.

From a common antenna, the programme is transmitted to the TV set of the consumers. Antenna faces towards the transmitter receiving direction and it is fixed by the service unit of the area. Cable TV operators, open a control room and transmit the programme to the consumers premises through cable network, local viewers enjoy the movies, serials, music transmitted by the cable operators. The operators collect the service charge for the consumers for this.

Some people with vested interest use TV media towards “yellow journalism”, which weakens the foundation of the electronic media. Now telephone companies and cable operates combine produce better entertainment for TV viewers.

4) What is satellite & how it can serve for TV Networking service.?

We have 9 planets in a solar system. Every planet has its own satellites. But man with its developed technologies has developed some artificial satellites for communication purpose. These satellites encircle around the world in their own axis and continuously send signal to the earth surface. A satellite in an electronic device away for the surface of the earth and sends signal anti. . .

Satellites are thousands of kilometers away for earth. It is left there with the help of space shuttle or rocket. They carry some transponders which receive signal for the earth and send them back to different parts of the earth. One transponder carries

capacity of carrying one TV signal or 1000 telephone sets. At any point of time there are 24 transponders in the space but likely to rise to 40 in future. More the number of transponder, the satellite will be more complicated and expensive. Every transponder receive transmit signal for after enlargement of amplification. They can cut across the geographical diversity of the earth and work in any part of the world. It is far reaching and inexpensive. It can reach any country of the earth, even the remotest.

In 1978, Public Broadcasting Service, deserted microwave system and used satellite for its transmission for the first time. In 1985, NBC and in 1986, ABC, CBS used satellite for their transmission. In 1990 was the year when regional service in TV started.

5) How DTH helps in TV service?

DTH means Direct to Home, or receiving signal from the satellite directly in the domestic TV sets. In this system, a new generation satellite generating TV signals can be received by a small circular antenna fitted in the premises of consumer.

In 1994, the Hughes Communication group of USA started DTH service. This can be more powerful downloading device than the earlier TV antenna received.

The Indian Nation transmission service department, “Dor Darshan” was the first to start DTH service in India. Later other companies like reliance, Big TV, Dish TV of Zee, Airtel DTH, Videocon, D2h, TataSky, Sun Network etc. spread their wings, Doordarshan, GSAT-15 satellite transmits at 93.5 degree East.

Doordarshan is providing free service through 80 channels for Indian viewers. According to data given by TRAI by 2013, there were 6 private and one government players in the TV transmission DTH serving for 110 crore TV. Around 56 crore customers receive service from 6 private players.

The India made ISRO satellite Insat-4CR, Insat 4A, Insat 2E, Insat 3C, Insat 3E are used in addition to some domestic satellite like NSS-6, Thaicom- 2, Telstar-10 etc. All these satellites serve for domestic users by DTH mode. By 2012, India becomes the World’s highest DTH consumer nation, leaving behind USA.

6. What is IPTV?

IPTV is Internet Protocol Television. In other words the TV signal is sent to the customer through internet instead of satellite or cable service. In IPTV, the customer can view

the programme before it fully downloaded. This service can be divided into three different –(i) Live television, (ii) Time shifted Television iii) Video on demand

In the first category the viewer or consumer can watch the event, while it is happening. In the second category the time shifted TV, a viewer can see the programme/ movie telecasted yesterday and in the third category the video on demand, the viewer can see any programme selected by him to any channel. Zinith Esteem and bill carry company introduction the shifted software TV in India in 1995. By this by using UNIX and WINDOW software any mobile telephone user can see a tv channel transmitted sitting anywhere.

7) What do you understand by communication transmission?

The mass public service based electronic mass communication is public service transmission. In India Prasar Bharati is the is the public service transmission against this organisation, placed under Ministry of Information and Broadcasting, Governement of India has in its control, the Door Darshan and Akshvani. Following the footsteps in other countries, it was established in 23rd November 1997. It was passed in Parliament to establish such an organisation.

First commercial transmission of electronic mass media in India was started in 1st January 1976. Because of wide coverage the advertisers prefer to display their profile in TV channels. Hence the system was regulated by terms of business. Adventurous films were transmitted without hampering viewers' interest and affecting religion and sentiments of public. It benefitted both the organisation and the traders.

UNIT II

1) What is the process of transmission of a news item?

The activity in a news channel goes for 24 hours and a news bulletin is transmitted every hour. Therefore, one has to work for 24 hours for a news bulletin; any material coming in input desk is examined and considered, edited and finally made it fit to transmit in the news channel. The journalist first writes the story and put it in the server. Then copy editor edits the story and discusses with the bulletin producer, as to which bulletin the story is to be telecast. The bulletin producer considers the story for the importance, time limit and regional and international channel etc. After it is decided to transmit in a particular bulletin, the story is given imagery from or it is read out desk

and put it on server to get printed copy and voice over. An experienced visual editor edits the entire news item. If required some graphics, data plate or background music is added to it. The news story is captioned and sent to and sent to the ampere by sever. It is transmitted in proper bulletin in proper time. For every news bulletin, some number of story, visual, phono etc. are kept ready with due editing and other processing to make it decent and informative for all angles.

2) Which staff is responsible for news transmission?

The number of staff in the newsroom differs in the size of the transmission activities go on in a news channel. News processing is done mostly by reporter, graphic design, camera person, out put head, sound assistant, input head, light assistant, visual editor, copy editor, bulletin producer and the sub editor etc.

3) Discuss the line of duty of Input Head.

In general the news desk is divided into two parts such as the Input desk and the Output desk. The main role of input desk is to collect news for the channel. The input head works as the chief. An experience and senior journalists are given the charge of this desk. He suggests the group of reporters working under him to collect news for the channel. Some reports work directly under the channel where as some district and metro-city reporters also form the supporting staff. The particular news to be brought is directed by input desk. Besides, which story is to be followed up and which story is to be given importance, is decided by the Input desk.

Besides, the news input desk also arranges the way news floor for the place of incidence and “ground zero”. Every news is properly studied and finally delivered to the output desk, is the chief role of Input desk. Any news coming to input desk is examined by the head.

4) Give an account of Out put desk.

As the name suggests, it works for the output of the news of other production. It is headed by one output head, who directly supervises the section. He is usually an efficient journalist with lone experience in production or heading a channel. Under him, more than are bulletin producer, copy editor, programme transmission staff work. Since the news channel works 24 hours, every hours there is a news bulletin. He is responsible for every bulletin. It is as important a section like Input desk. Any material

coming in the Input desk is examined, edited and made fit to transmit. That is the main activity of out put desk.

For every hour news bulletin certain number of stories, visual, photo etc. are kept ready and all out efforts are done to make the bulletin decent and informative for all ages. In addition, every news item, visuals, advertisement are selected before transmission. That is the main function of this channel. The responsibility for any lapse goes to the head of the outpt desk. Like the input desk this desk works in 8 hour shifts evry day.

5) What is the difference in organisation in government and private channels?

It is very important for student to know about the set up of government media channels like Doordarshan . Every TV station is headed by a station director under whom, there are three sections working such as (i) Programme Department (ii) Technical Department (iii) Administrative Department.

The programme dept has an executive producer. Under him more than one producer and production assistants work. Their main duty is to produce tasteful, informative and entertaining programme for the viewers. All types of work of whole department are done in office. It is called the office section. One section officer supervises the work in office. All the technical work is done through the station engineer. There may be an executive engineer under him. Besides this studio, programme execution room, transmission room, control room etc. has few no of electrical, sound and computer engineering performing jobs.

The establishment of equipment, checking their working and efficiency maintenance and other day to day affairs are looked after by them.

Private Channels:

There have been many private TV channels established with their own efforts the organisation structure differs largely for the government channels. As per classification of employees, a president heads a channel; the managing director is the real head of a channel. He looks after the production, advertisement, budgeting etc and supervises all activities of the channel directly or indirectly. He takes the decision on every crucial point.

CONCEPT OF COMMUNICATION THEORY

The news direction works under the vice president, he heads the news service division of the channel. The News director works under the vice president. He heads the news service division of the channel. The daily news services like input/ transmission etc are done under his supervision. He decides which news of the day to be given more importance. Every channel has also a chief editor.

There is news coordinator working under the News director. They are also called sub editor. He works as the bridge between the news desk and the editor. In some news channels, the bulletin producer produces the news only, while the programme makes interesting special report with the current and recent sequence of events. The daily news bulletin is prepared by the bulletin producer and supervised of all homogenous bulletins. Since the news channels work all the 24 hours, every moment is precious for them to catch fresh news and arrange their transmission. By that they keep the viewers loyal to their channel; which is their motto.

UNIT -III

1) What are the things to be kept in mind while preparing a script a visual medium?

Visual media is a mixed bed of auditory and visual media as compared to auditory alone media. Actually the news for any channel , audio or visual or auditory are same, but the presentation style is different. News stories are shorter in transmission channels compared to print media.

As space is most important in a print media, time is most important factor in an electronic media. As time period for the bulletin is fixed so also are the number of stories in each bulletin, predetermined. The importance of news story is different in print and electronic media.

The electronic media takes the story to the viewers as soon as it occurs within a short time, but print media can only bring it next day to the readers. As in print media 5 Ws and 1H are taken to consideration stress. Electronic media, specially the audio-visual team gives more powerful impact in the mind of viewers. Since visuals speak vividly, fewer words are used to describe an incident. In visuals every word along with pronunciation, the spelling is also given due stress. A person speaking over an issue is depicted with his name, designation and his personal details, which makes the news

more credible. The story in an audio-visual media is written carefully to soothe the ears and eyes of viewers.

2) How is a script prepared for an anchor or presenter?

The presentation style and method of anchor may be excellent and appealing, but the presentation cannot impress the viewers if the storyline is not strong. Therefore, the script for the anchor should be prepared in an attractive way.

In a visual presentation, first the presenter prepares the lead story. It should be such to attract the attention of the viewers and listeners. Since the script of the presenter is vital, it should gist out the story shortly and simply. It should not be limited to the story or its voice over given by the reporter. Last part of lead should be worded in such a way that it should lead to the story. Lead should be prepared after viewing the visuals of the entire story. For every story there should be a different lead. The visuals attached to a story should be worded in very simple or lucid language.

As far as practicable, the human anxiety of the viewers should be kept in mind while preparing lead. The impact of lead/ story on the mind of viewers is assessed while preparing lead. When a question is asked to viewers, respectable words should be used which may appeal to them. The presenter should not linger on and should wind up the lead in just few seconds in few sentences. On principle it should not last more than 30 seconds. Leads should be able to reply to views queries such as 5W1H. Simple sentences should be used in lead. The fact in lead should be carried in 15 words or less.

3) Write on visual conservation and its editing.

Visual presentation/ conservation are a mechanical process. It is done by staff with adequate knowledge on audio and video work. They know which visual to be kept where. Every visual has been named, dated, name of reporter and place (site of event) and then kept in store. In case of bad visual, the cameramen is called for and asked to go to field for re-shooting if possible. Otherwise a bad quality visual is dropped out. After capture every visual and bite is put in server.

The editing of visual is done according to the time telecast of the story. Editing of visual start only when the editing desk receives both story (printed copy), visual, voice over and graphics, etc. The visual editor first goes through the story and plans how the material should be edited. The software is opened and indicated it as news story/ project. It is

according to the printed script of the story; the visuals and voice over are brought out of the server, kept in a special space.

The script subject is supplemented with visual and voice over. After inspecting the visuals properly the timing is adjusted. In case of any shortage of visual or for any other difficulty the bulletin producer is contacted. The voice over is edited as per the script. This includes level of audio, 'fade' effect in the beginning and end, removal of commands etc. visuals are pasted on the voice over as per the script. Bites are cut and arranged in the story in proper sequence.

After visual editing, the background music, visual effect, graphic etc are included according to the type of story. The bites are added with "action plate". Finally it is given final touch up putting up on the server for transmission.

UNIT-IV

1. What is the composition of a news bulletin?

A. Some of the most vital parts of a news bulletin are the story, anchor, super sound bite, stand up, voice over, and package etc. They can be discussed here as per requirement.

Every TV news bulletin bears some importance. Any particular news with high importance is called the story. More than one topic can be presented within the same news bulletin period. Every topic is a story.

People who appear before the viewers as news presenter are also called newsreaders, anchor, newscaster or talking head etc. In case by any reason the visual could not be shown with a news story, the anchor with his tactical presentation style fills up the gap as if it happened before him. If the presenter has a powerful mode of presentation the viewers take it as authentic and reliable. The consumers cannot get hint about the lapse. Any description of a prominent personality about his personality, position, residence etc, with the help of old visuals is called "super". It can highlight the current and past action of such person.

When much information is not available about an incident, no visual or detail report available, the gap is filled up with sound bite from some concerned people. That works as evidence about the occurrence.

Sometimes wire news is telecast with the help of journalists and on the spot reporters. In such incidents, the anchor stands up before the camera and describes the happenings one by one, takes reaction/bites from people on the spot and then takes the viewers to the studio. He also collects comments for journalists/ reporters available on site of incident. As the anchor describes the news by standing before camera, it is called “stand up”.

During news telecast, voices of others are also added besides that of the anchor. The scenes of incident runs on background and voice added to it, called “voice over”. But for different stories, the voice over changes accordingly.

If a news is connected to a story, it is called a “package”. In a package there may be many visuals, PTC, voice over, bites etc. Usually one package runs for 1.5 to 2 minutes. Every time the anchor presents the lead and then the package runs.

2. How a good news bulletin is prepared?

If some simple formulae are followed, a good news bulletin can be prepared in least possible time. In every news item what, why, how who where and when, all these queries can be answered. The write up should be simple because it remains in air for very less time. It should be intelligent to all categories of viewers/ listeners. Simple and plain sentences are written always. There should be not be more than 13-14 words in a sentence. Small sentences should be used as far as possible. Viewers like small and simple sentences rather than large and complex ones. The conversation should be in informal language rather than in formal or bookish language.

By using present tense in news it is felt that the event has just happened. If required in place of present tense it should be relative present tense. The word “Today” should never be used. Fitting to the situation, sentences should be twisted or molded. Figures should be written in words. Do not write numerals 10,000 words but write “ten thousand” in words. The final manuscript is written in bold letter. If age is relevant, than news follows the age. While writing name, place, address write in full and legibly. Abbreviations like CBI, BCCI, OCS< OMC, IIT etc Do not use difficult words to pronounce. While writing about on official, ensure his official designation before writing about him. Before transmission, the script should be thoroughly scrutinized. The gist of the story should be taken as headline with choicest words.

3) How a feature is prepared for news?

A prominent news can be utilized to prepare a good feature, but few salient things are to be kept in mind. The subject selection must be in liking of the viewers. A meticulous research over a subject can make the feature useful and informative. It should not be more than 2-3 paragraphs to make it attractive and viewer's friendly.

A feature should be informative, educative and entertaining but above all, it should be attractive to the viewers. Feature should be creative and last part should be exemplary. Main part of the script be added with voice over, dialogues, background information. It should be kept in mind that the feature can be for all categories of viewers.

Quotations, remarks etc be added to make the feature more meaningful. The scripts contain small and simple sentences. The time duration of feature is more than that of news story and hence there should be a binding thread from the beginning to the end. Personal comment should be inserted in the feature presentation to make it more lively. The voice over and the background music should be selected from reputed and popular singers to make it entertaining. Decent visuals should be used. Bites for experts be avoided.

During the length of a good feature, "flash frame and out of frames" sound not to be used. Any length shot should be cut down. It should not be made lighter. It should be concluded when it comes to climax. Last part of the feature should be left to the viewers to think.

UNIT-V

1) What is anchoring/ presentation?

Speaking, that too effective speaking is not possible by every individuals. It is only expertise by few. A simple thing can be presented in special way a good presenter with command over words and subject. It is an art. This art is highly required by people on sales. An effective talker can "Sell Icecream to Eskimos".

In the contemporary world TV is a powerful media in which many important things come to us along with news. Every programmes comes to us through the presenter TV can attract the viewers by giving attractive announcements. The viewers enjoy the channel longer to me just for the good presentation. A presenter should also have good health, great speaking skills, sweet voice and attractive style, clarity in pronunciation to be a successful camera friendly personality.

2) What are the things which should be practiced well before presentation?

We should stress on some useful aspects of presentation. A presenter should have self confidence before facing a camera. He should feel to be a face above the crowd and recite, memorise and practice the script well before going to presentation in his own style. To make the situation light he must use some jokes, repartees and other light words in between. He should be able to make himself presentable with good hairstyle and proper dress. He should always face the camera. He should not refer to the printed script many times during the presentation.

From the beginning his motive should be to attract the viewers. Script should be read several times before presentation. If at any particular point he forgets the proper wordings of the script should use some words from his mind befitting to the situation and manage the situation.

While facing the camera, there may be some unpleasant situation like, power failure, non functioning of the prompter, getting “Breaking News” late, feeling dry mouth, while reading news, the concerned package is not received in time and other technical failure. In such a situation the presenter should have unlimited and extra ordinary patience and try to learn from the situation.

3) How script for news bulletin is prepared and read?

Every news bulletin in a TV news channel requires carefulness, seriousness and sensitiveness. It is not that anybody can prepare a news bulletin any time when feels like. News telecast is a timely TV programme with utmost care. The preparation of news script is also very important aspect. A lapse in transmission can be condoned but a subjective error in the manuscript cannot be excused because it is sensitive matter. Hence, all involved, such as news producer, to the news reader, should be careful in every step to give correct, flawless news to the viewers. The news reader should be careful. He reads continuously from the headlines to the detail news. Some times the materials and visuals shown in the TV channel are subject to public criticism. The words and visuals should tally and be perfectly timed.

The pitch of the news reader is requires to be same during the entire course of news bulletin. It should not be that so slow so as to be tiring to the viewers. So it requires speed suitable to viewers. Equality should always be maintained from the beginning to the end. During presentation the news reader should look fresh and cheerful. He should not act like a robot, rather his facial expression and body language should take part in

the presentation. Too much movement is also not acceptable. For a nonstop news reading, one should be acquainted with the material in the script beforehand. A news should be pronounced very clearly and it is essentially to have clarity of mind and thought. Avoid grave, gloomy face and read news with a smiling face.

4. How is a presentation written?

The script for the newspaper and radio are entirely different from the script for television. A television presentation can be of various types, news reading, group discussion, interview, sports, world affairs, movie, literature, art, music, culture etc. The script for all such purposes are different in nature and wordings. A presenter has to perform the duty of the newsreader, interviewer, group discussion mediator etc. and many other nature of work. Since the programs are different in nature, different scripts are required to be prepared. The scripts prepared for a particular program by a presenter are called “anchor copy”. News coming from all parts of the world to the news room are first arranged by the news bulletin producer. The headlines and other news are first decided and then the script is prepared by the copy editors. First the headlines are shown on the TV screen and further follow up news are separately read.

In group discussion, it is predetermined to have the discussion in a particular line with pre-conceived conclusion. The anchor takes up the topic and starts discussion with prominent headlines. If the discussion goes out of focus, the presenter takes it back to track by revealing some facts and figures. Here the script is not adhered strictly and presence of mind is applied to save the situation.

In an interview the person to be interviewed is focused with lots of facts and figures are collected regarding the person and given in the introductory note. The initial questions are such that the person can answer easily. Leader, actor, literary person, musicians, scientists are questioned in suitable relevance to their subject. The interview questions are carefully designed. The language should not be ornamental, but should be intelligible to all categories of viewers in the society. It should also be useful, educative, entertaining and enjoyable.



MODEL QUESTIONS

1. What do you understand by Television?
2. Discuss the history of television in India.
3. Show how television programs are delivered by means of cable and satellites.
4. What is satellite service?
5. What do you understand by DTH?
6. What is IPTV?
7. Explain Public service broadcast and Business communication.
8. By what process news is broadcast?
9. Describe the role of Input Head.
10. Who is responsible for news broadcast?
11. Enumerate differences between government and private channels.
12. How is the manuscript prepared for visuals?
13. What kind of manuscript is prepared for the anchor?
14. Give differences between visual conservation and its editing.
15. What is the role of a visual editor?
16. What are the parts of a news bulletin?
17. What are the things to be kept in mind to produce a good news bulletin?
18. How can a news feature be developed?
19. What do you mean by anchoring?
20. What are the exercises leading up to anchoring?
21. How is news reading done?



Comments



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Comments



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