

# **Journalism**

**Higher Secondary Course**

**CLASS XII**



**Government of Kerala**  
**DEPARTMENT OF EDUCATION**

**State Council of Educational Research and Training**  
**(SCERT) Kerala**

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## THE NATIONAL ANTHEM

Jana-gana-mana adhinayaka, jaya he

Bharatha-bhagya-vidhata.

Punjab-Sindh-Gujarat-Maratha

Dravida-Utkala-Banga

Vindhya-Himachala-Yamuna-Ganga

Uchchala-Jaladhi-taranga

Tava subha name jage,

Tava subha asisa mage,

Gahe tava jaya gatha.

Jana-gana-mangala-dayaka jaya he

Bharatha-bhagya-vidhata.

Jaya he, jaya he, jaya he,

Jaya jaya jaya, jaya he!

## PLEDGE

India is my country. All Indians are my brothers and sisters.

I love my country, and I am proud of its rich and varied heritage. I shall always strive to be worthy of it.

I shall give my parents, teachers and all elders respect, and treat everyone with courtesy.

To my country and my people, I pledge my devotion. In their well-being and prosperity alone lies my happiness.

*Prepared by*

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## *Foreword*

Dear learners,

The rapidly changing information and communication technologies have resulted in the phenomenal growth of media industry and its diversification into new areas. The unimaginable reach and intelligent use of the new media have had great impact on the behavioural pattern of the audience, particularly the younger generation. From the dried leaves to smart phones and the futuristic wearable communication devices, the story of mass media is episodic and magical. Now almost all the happenings around the world are communicated to the public instantly. But quite often the audiences find it very difficult to understand the truth of the news as many people do not have a better understanding about the characteristics of different media. This text book is a humble effort to impart media literacy among the learners.

In this age of digital media convergence we should have technological knowledge to scan the media and perceive the media messages in the right perspective. The second year text is aimed at acquiring more knowledge to use the tools of news collection and to develop the skills to analyse the media content and to present news through various media of mass communication.

I hope the professional orientation of this text book will help the students to become multi-tasking journalists in the new media environment.

**Dr. S. Raveendran Nair**

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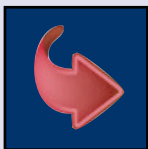
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**For further reading only; not included  
in the evaluation process**



**Practicals for External Assessment**

# 1



## WRITING FOR MAGAZINES

### Key Concepts

- ☞ Definition of magazine
- ☞ Characteristics of magazines
- ☞ Difference between a newspaper and a magazine
- ☞ Basics of magazine writing
- ☞ Magazine writing styles
- ☞ History of magazines
- ☞ Types of magazines
- ☞ Content of magazine
- ☞ Future of magazines

### Significant Learning Outcomes

The learner will be able to:

- discover the characteristics of magazines
- compare the difference between a newspaper and a magazine
- write a magazine article
- discuss various magazine writing styles
- identify the contents of a magazine
- identify the trends in magazines

*A daily newspaper which brings you news and views every 24 hours remains fresh only for a short period of time. Your reading appetite slowly vanishes after the first read and you may not touch it again for a serious analytical reading because we have the radio, television, internet, social network etc. with us throughout the day. They constantly inform us the happenings of the day with text, pictures and sound no matter where we are or what we are doing.*

*Unlike newspapers, a magazine never reports daily news. But we flip through its pages almost every day and re-read the contents till the next issue of the magazine reaches us. Sometimes we refer the select contents many times for several months as it documents information which is valuable and relevant over a period of time.*

*Magazines deal with socio-cultural and political issues more deeply than daily newspapers. They have a special feel and mission and exhibit even an overall special tone. The magazines are generally read more attentively during leisure time. Its language and style of presentation is quite different from newspapers. The variety and richness of the content, its social focus and visionary perspectives are more valued by the readers. The success of a magazine is based on intelligent observation, imagination and consistency in articulating the views on all matters of public life.*

*We have already studied in detail news writing and editing in the previous year. Are there any significant differences between magazine writing and newspaper writing? What are the different types of magazines available in the market? What are the common contents in magazines? We shall attempt to answer some of these questions in this chapter.*

## **What is a magazine?**

A magazine is a publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are directed at general and special audience, often published on a weekly or monthly basis.

We know that the word "magazine" is derived from Arabic word *makhazin* or "storehouse," which contains a collection of facts and fiction, all bundled together in one package. *Gentlemen's Magazine*, founded in 1731 is considered as the world's first magazine. Then we had *The Economist*, *Collier's*, *The Saturday Evening Post*, *National Geographic*, *Time*, *The New Yorker*, *Life*, *People* etc. In the present age of the tablet and social media, the idea of a "magazine" is returning to its storehouse roots. Functionally, a magazine still represents the idea of a bunch of thematically-related content put together as one package.

A magazine can also be considered as a cabinet of curiosities; i.e. a display case in which interesting, unusual and occasionally 'eccentric' objects are collected and displayed as a conversation piece or an expression of the writer's wide-ranging interests or tastes. The readers are treated with a fascinating, mind-expanding and unique set of wonders they had never dreamt of.

## Characteristics of magazines

While popular magazines provide broad overviews of topics, scholarly journals provide in-depth analysis of topics and report the findings of research, and trade magazines report on industry trends, new products or techniques. A popular magazine which caters to the general public uses non-technical language. The contents of these magazines include interviews, general interest articles and various types of features. They usually cover a wide range of topics based on research, source comments and generalizations. Articles are usually written by a staff writer or a journalist; in some cases, interesting articles of freelancers are also encouraged. They generally contain many interesting and sometimes sensuous photographs to attract readers. In general, magazine articles are easy to read, fairly brief in length, and may include illustrations or photographs.

Magazines don't necessarily follow a specific format or structure in writing the articles. Its attractive appearance, eye-catching cover pictures and illustrations on quality paper make it more appealing

to the reading public. Magazines also contain many colourful and impressive advertisements.

## **Difference between newspaper and magazine**

Newspapers and magazines are two important forms of print media that are read by millions of people around the world. Some of the most common differences between newspapers and magazines can be seen through their size and appearance, content, style, target audience, design and layout, readability and advertisements. Let us have a glance through these factors:

### **Size and appearance**

Newspapers are bigger in size and they can be folded. A story above the middle fold in the front page of a newspaper is considered as the most important story and one that appears just below the fold is generally the second most important story. If there are many important stories on a newspaper page, then the treatment given to a story will decide its importance: such as, photos/graphics with a more important story and with no visual elements in other stories. The eyes of a reader can scan an entire page without a fold. A magazine tends to have a "book-type" size while the newspaper is really meant to be spread arms length for the reader to grasp its contents.

### **Content**

Newspapers deal with reports clearly, briefly and objectively. A magazine writer focuses on specialized topics and current issues of public interest.

Newspapers remain the primary source of authentic, reliable and latest information about what is happening around the world and even in one's own locality. But magazines are not sources of fresh content to the extent of publishing breaking news. However, its content is specialized and recent in nature. Thus, we have various magazines such as entertainment, science, share markets, sports, glamour and movies. Newspapers are more versatile in content and hence they never fall short of content as there is always

something happening in different parts of the world. On the other hand, magazine content is always based on the liking of the readers of diverse backgrounds.

## Style

Newspapers focus on catchy headlines to create interest in the reader. Many reporters and editors are employed in newspapers to prepare specialized reports and interpretative articles. But magazines have lesser staff. A magazine writer has more freedom to express or has more room for subjectivity. S/he has the tenacity and freedom to express things in a creative manner. It further enhances the writer's mastery of the expression by imploring these seemingly circular methods of self expression. The newspaper writer on the other hand is compounded to a somewhat strict, strong and straight writing mostly based on facts and figures.

## Design and layout

Newspapers are known for their simple layout and design. While the content is usually in black and white, the style and font are fairly consistent throughout. Magazines have much more visual expression than newspapers because magazines are not subject to one consistent layout. Magazines use lots of colour, different types and sizes of fonts and break up their articles with images and colour.

## Target audience

The main difference between a newspaper and a magazine is that newspapers are written for a general audience, while magazines are for specific types of audiences.

A magazine attracts varied target audience. A newspaper's target audience is determined by its geography and its focus is broad. Here, the editor determines what the people should read, what they want and desire. In contrast, a magazine's target audience is determined by demographics and interests. ('Demographics' mean the physical characteristics of the individual such as race, gender, interest, education level etc.). Hence the target audience of a magazine is usually separated geographically, but they share common interests; for example, a common interest in sports,

fashion or beauty. A magazine editor should understand the nature of the target audience.

### **Readability**

News stories are usually written in a matter of fact style. But magazines employ colourful language so as to make the content enjoyable. The newspaper readability level corresponds to a difficult classification built around tight grammatical and syntactical rules. Linguistic subjectivity which relies on expressive adjectives enhances the readability of magazines.

### **Display ads**

Though magazines and newspapers both provide readers with information, their format and appeal differ considerably. Magazines are more advertiser-driven than newspapers. Newspapers are slightly different in this regard. Newspapers are driven more by readership than by advertisers. They focus more on catchy headlines in an effort to capture the reader's interest and get him to read the entire story. Part of the reason for this is that people often associate what they read with an ad they see near the piece. Our minds just naturally attach and group objects and associations together. Advertising giants know this and place their ads exactly in proper alignment with stories and articles they want to associate with their products on those specialized magazines.

### **Visual strength**

The visual strength of magazine is enhanced with the effective use of colour in magazines. In magazines, we can also use a colour background whereas newspapers normally have only a white background. This means you can present more attractive colour contrasts in your magazine visuals.

### **Shelf life**

Another strength of magazine is longer life. Newspapers are read only once and then discarded. In contrast, magazines are commonly kept for several days, weeks or months in magazine racks which provides for possible repeat reading.

Magazines use some of the highest-quality paper and ink to produce a visually appealing product meant to be kept and read longer than a newspaper. Magazines tend to focus on entertainment pieces, provide how-to-do articles and features about certain subjects within their chosen marketing niche. Magazines also have advertisements taking up large amounts of page space to balance the cost of production.

### *Let us do*

*Prepare a write-up of about 300 words on the characteristics of your favourite magazine.*

### Check Your Progress

- ✍ Define magazine.
- ✍ How does a magazine differ from a newspaper in its size and appearance?
- ✍ What are the factors that influence the readability of a magazine?

## **Basics of magazine writing**

The joy of magazine writing lies in its variety. Anything from a celebrity interview to a food recipe can be the topic for magazine articles and this variety demands versatility. Coverage of events for magazines offers challenges as well as opportunities to journalists. A creative flair and innovative skill may help in producing masterpieces and also in creating an everlasting impression on the reader's mind. The language used depends, to a certain extent, on the objective of the magazine. Literary style is generally preferred by the magazine press. Thus magazine writing requires a different way of thinking, writing and structuring.

Effective magazine writing is accessible, interesting, lively, colourful, grabbing and relevant. Whatever be the type of publication a journalist writes for, the basic approach is the same: write for your readers. However, good writing for magazines depends on the adherence to some well known guidelines. Though there are not many lengthy rules, there are guidelines a magazine writer should

follow to produce a stylish copy. The most important among them can be summarized as follows:

- Know whom you are writing for, their interests and concerns.
- Know what you want to say and achieve.
- Always prefer the concrete to the abstract.
- Be accurate and readable.
- Have an attention grabbing intro.
- Spend considerable time thinking about fresh ways to approach the subject.
- Keep materials and sentences short.
- Promote a vibrant style.
- Know the publication's editorial policy to achieve your direction.

Magazine writers often develop a strongly personal style that is opinionated, anecdotal and gossipy while developing the content. The quality of the content and style are equally important. The word play and tricks of style make the piece entertaining to read.

## **How to structure a magazine article**

As soon as you're ready to write a magazine article, you need to think about structure. With magazine articles, you can move beyond the inverted pyramid style of news by scattering important points throughout the article.

### **Tell a story**

The important thing to remember is that you're telling a story to your readers. That means you need a beginning, a middle and an end. It also means you need to think about where you're taking your reader and create a logical path to that end point.

### **The beginning**

To get people to read your article, you need to find a way to grab them. For example, you can begin an article with a quote or an anecdote from a person's life. However, you can also set the scene or use anything that will attract the reader's attention.

## The middle

With most magazine articles, you talk to a person or people. People like reading about other people, so if your interviewee says something good, use a quote rather than the reported speech. This makes your magazine article more interesting.

## The ending

Finally, end with a bang. This could be in the form of an important point, a revelation or another anecdote or quote. The idea is to satisfy your reader and to get that reader interested in your other writings as well.

## Extra credit

When you do research for an article, you often have information left over that didn't make it into the main piece. Don't get rid of this. Use it to create a sidebar or table (editors will love this), or as the starting point for another article.

## Magazine writing styles

Readers are primarily interested in what you have to say. Depending on the way in which you say it may encourage them either to read on or to give up the piece.

Writing style is always personal; it is your own. Like your signature, it is unique and distinct. Writing style reveals the writer's personality or voice. The aims and objectives of the magazine are clearly reflected in the style of writing. The potential readership of magazines also determines the style. The specialized magazines have their own unique style of writing and presentation depending on the above discussed criteria.

Let us now discuss some of the common styles used by the magazines in their presentation of articles.

## Narrative writing

Narratives are works that provide an account of connected events. In a narrative style, you'll need to tell a story in such a way that the audience learns a lesson or gains an insight. Narrative writing is a

type of writing in which the author places himself as the character and leads you to the story. Here, being a narrative, a story or event is told through characters and dialogues. Narrative writing has definite and logical beginnings, intervals and endings. Narrative writing uses many literary techniques to provide deeper meaning for the reader and it also helps the reader use his / her imagination to visualize situations. Literary techniques include metaphors, similes, personification, imagery, hyperbole, alliteration, back story, flashback, flash-forward, foreshadowing and narrative perspective or point of view. It also makes use of literary elements such as setting, plot, theme, characters, style/structure, perspective, voice etc. since literary techniques are best understood in the context of one of these elements. Figurative language is a common element in narrative writing.

### **Serialised narrative writing**

In this style you cannot find out what's going to happen next. You have to wait. Here the writer really understands how to hold a reader by his/her side and make them stick on with the piece till the end. That's the skill absolutely essential for this style of writing.

The first and most essential quality of a serial narrative is that it has to be immensely, intensely and inescapably readable. They should have a powerful pull on all readers with the power of a delicious sense of enforced writing. The writer can also make use of dialogues in this style to convey the real emotional spirit, if necessary. One of the reasons for a serial narrative's power is that the plot unfolds gradually because it is unfolding the rhythms of life. The writing should end with something that makes the reader feel it wasn't a waste of time.

### **Descriptive writing**

Descriptive writing focuses on describing a character, an event or a place in great details. It is sometimes poetic in nature in which the author is specifying the details of the event rather than just the information of that event. In a descriptive style, the writer needs to describe a person, object or event so vividly that the reader feels like s/he could reach out and touch it. The writer attempts to convey

as many of the senses related to the subject as possible for a clearer understanding of what is being described. Descriptive writing has a unique power and appeal, as it evokes sensory description through sights, smells, sounds, textures and tastes through the text to your reader. Hence word choice in descriptive writing is critical. Each word must be critically evaluated to see if it contributes to the overall description. Therefore, this style tends to use more adjectives and adverbs, as well as figurative language and imagery to create details that allow the readers to envision the scenery and events in their minds.

## Persuasive writing

This writing revolves around convincing someone. Persuasion requires great skill and effort to convince your readers to endorse your opinion or viewpoint. You write with the sole objective of persuading your readers. Persuasive writing utilizes the power of words to confidently and passionately convey a very important matter. Such writings are usually written with precision and authority.

Persuasive texts are set out to argue and prove a case by presenting ideas that follow in logical progression. It aims to convince a targeted audience of the validity of a viewpoint on an issue by presenting logical arguments. Anticipating and answering possible objections or opposing arguments, all types of persuasive writings should present well researched evidence to support the case and also provide facts from authorities to prove or disapprove an argument. The most common forms of persuasive texts include essays, editorials, letters to the editor, opinion articles, feature articles, interviews, speeches and submissions.

## Imaginative writing

Imaginative writings present ideas, issues and arguments in an imaginative and credible way through description, characters, settings, figurative language, the five senses, etc. An imaginative writing assumes the form of fiction, specifically of short story. Depending on the idea, the imaginative article can discuss anything from space travel to civil rights. Because of this wide variation,

some imaginative pieces require a very serious response, while others invite a much more light-hearted, fantastic one. Usually, imaginative write-ups start with a hypothetical situation and ask how you would respond to it. It should be credible and plausible and must convey information through description and figurative language. Add sensory details and realistic conversation. Also include imaginary interactions with the characters. The characters should be dynamic in nature and they should see things differently or act differently by the end of the story. Narrate and describe events, characters and situations. For an imaginative writing, you will not have to use formal language, but you need to show your mastery of writing.

### Visual writing

Visual writing is a good language for story telling in any medium. It focuses on the mind, distinctive details from the intricately interconnected experiences of the individual. Visual writing creates depth, quality and pacing. Visual style isn't an extension of the writing, but it has to be embedded into the writing in a way that the reader may not even be aware of its presence. This means visual style is not about adding more but enriching an already existing text. Visual communication engages meaningful experiences and feelings within individuals through richly embedded image symbols which are conveyed either directly through text or indirectly through other senses. One aspect of visual language is that it is a fluid language and it spontaneously convey meanings. Another aspect of visual language is the composition of images used and the scenes it creates. A third aspect of visual language is dialogue which uses words that invoke images. The dialogue creates movement in the story.

### Multiple inverted pyramid

In the field of magazine journalism, the term 'multiple inverted pyramid approach' refers to a style of writing which informs and entertains the readers through self-sufficiently built plots of information, each of which may be arranged in the form of an inverted pyramid. The fact is that the idea of the whole story is

spilled in the first paragraph itself. The reader can decide whether to continue reading the details or to go into something else. But even if the reader stops at a certain point, this form of writing may provide some essential facts to the readers.

### *Let us do*

*The best magazine style is one which is accessible, lively, colourful, grabbing and relevant. Is this statement true in your opinion regarding the various writing styles? Divide the class into seven groups and ask each group to give a presentation on the basis of the above mentioned seven magazine writing styles.*

### Check Your Progress

- ✍ Differentiate narrative writing and serialized narrative writing.
- ✍ What are the techniques involved in visual writing style?
- ✍ How is multiple inverted pyramid style used in magazine writing?

## History of magazines

Now a days, it seems that magazines shape our lives, telling us what to wear, what to eat and what to think about. Although this is the age of the internet, we continue to enjoy magazines, admire their pages, photos, illustrations and headlines. This popularity is due to the fact that magazines cater to all sorts of interests and passions. Most magazines look more or less the same at first glance, but they target different audiences.

The 1700s ushered in a time of increased literacy and intellectual development among the society in Europe. Thus the hunger for knowledge enabled magazines to become a popular cultural staple. Early periodicals were so expensive that only the wealthy could afford them. As a result, early publications were geared toward the most learned, cultured and sophisticated individuals of the day.

English printers produced three essay periodicals that set the stage for modern magazines: Daniel Defoe's *The Review* (published in 1704); Sir Richard Steele's *The Tatler* (published in 1709); and Addison and Steele's *The Spectator* (published in 1711). Since the periodicals were published several times a week, they resembled our modern newspapers. However, their content was more similar to that of modern magazines.



Fig 1.1

In 1731, an Englishman named Edward Cave edited a periodical called *The Gentleman's Magazine*. Cave's goal was to create a magazine that the general public would be interested in. His publication contained everything from essays and poems to stories and political musings. Cave achieved two noteworthy accomplishments: he coined the term "magazine," and he was the first publisher to successfully fashion a wide-ranging publication.

After realizing that colourful sketches and illustrations contributed to magazine sales in 1842, British news agent Herbert Ingram created the first illustrated magazine *The Illustrated London News* filled with dozens of woodcut designs. This magazine also earned the distinction of being

the first to incorporate photos. Magazines became incredibly popular in America by the end of the 18th century. At that time, there were more than 100 magazines in the United States. Some of the most influential early American magazines were *The Pennsylvania Magazine* and *The Massachusetts Magazine*.

By the 1830s, however, less expensive magazines aimed at the general public began to emerge. Rather than maintaining the intellectual air of their predecessors, these magazines focused on amusement and entertainment. The magazine market throughout the world increased exponentially in the late 1800s, due to increased literacy. As a result, magazines became more specialized. Periodicals were created specifically for lawyers, artists, musicians and other professionals. Literary review magazines became popular during the 1800s.

## Magazines in India

The journalistic revolution in India came from the magazine sector. In the Indian magazine scenario, general interest magazines are flourishing and the special interest magazines are growing in number.

The first breakthrough in Indian magazine industry was made by *Stardust* which ended the old fan-magazine culture of film journalism and introduced bright, witty, celebrity journalism to India. The second breakthrough, *India Today* was India's first successful attempt at quality, up-market serious journalism. It was well-produced, well-written and covered politics and social trends with style and panache. Niche magazines on lifestyle, travel, education and automobile have established themselves in India. Today, India has become a glorious store house of both general interest and specialised magazines which include *Outlook*, *Frontline*, *Femina*, *Competition Success Review* and *Vanitha* that have been quite successful in catching the attention and imagination of people.

## Magazines in Malayalam

The first printed magazine in the Malayalam language - the *Jnananikshepam* - was published from Central Travancore in 1848. Archdeacon Koshy and Rev. George Mathen were behind the eight-page magazine which served the cause of propagation of religion and the dissemination of knowledge. Another Kottayam-based periodical which made its appearance around this time was the *Vidyasamgraham* brought out under the auspices of the Kottayam CMS College in 1864. This magazine started in 1864 had the credit of the first college magazine in Kerala. From then onwards, a magazine culture had evolved in Kerala with a set formula: sensational news features, serialized novels, short stories and film gossips. Some of the popular weeklies in Malayalam such as *Mangalam* and *Malayala Manorama* have exceeded the million mark in circulation baffling the conventional magazine publishers. The other major Malayalam periodicals include *Mathrubhumi* weekly, *Madhyamam* weekly, *Kala Kaumudi*, *Dhanam*, *Samakalika Malayalam* weekly etc.



## The Illustrated Weekly of India

*The Illustrated Weekly of India was an English language weekly newsmagazine. It started publication in 1880 (as Times of India Weekly Edition, later renamed as The Illustrated Weekly of India in 1923) and ceased publication in 1993. Also simply known as Weekly by its readership, The Illustrated Weekly of India was considered to be an important English language publication in India for over a century. The magazine was edited by A.S. Raman, Khushwant Singh, M. V. Kamath, and Pritish Nandy. A.S. Raman was the first Indian editor of The Illustrated Weekly of India, succeeding Sean Mandy. Khushwant Singh who was then a sub-editor of the magazine took over as editor upon Raman's departure. Cartoons in the latter half of the magazine were by R.K.Laxman and Mario Miranda.*

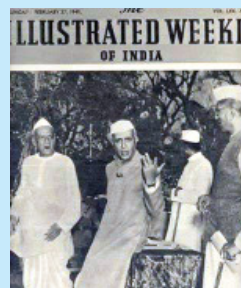


Fig 1.2

## Types of magazines

Today, there are thousands of magazines worldwide. They inspire, inform, educate and entertain audiences across the globe. Nearly 600 years after the advent of the printing press, magazines continue to change the nature of things throughout the world. The major categories of magazines are briefly explained below:

### 1. General interest magazines

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest magazine is to provide information for the general audience. No background knowledge or expertise is assumed. Articles usually provide a broad coverage of topics of current interest. They are written by journalists, freelance writers or staff correspondents of the magazine. These periodicals may be quite attractive in appearance, with articles often heavily illustrated with photographs. The language of these publications is geared to any educated audience. There is no specially assumed target audience. Mere interest and a certain

level of intelligence is only required to read and enjoy such magazines. These are usually published by commercial enterprises, though some are published by professional organizations. Examples of general interest periodicals are: *Time*, *Newsweek*, *Outlook*, *India Today* and *The Week*.

## 2. Special interest magazines

Special interest publications are magazines directed at specific groups of readers with common interests. Most special interest magazines cater to any specific interests or pursuits. For instance, there are magazines that cover sports, news, fashion, business, music and so on. While some attempt to cover all aspects of a broad subject, others are concerned only with a particular element of the general subject. *Sports Illustrated*, for example, contains stories on practically any sport, but *Golf Digest* carries only stories related to golf. Other special interest publications find their audiences through different demographic segmentations. There are magazines published primarily for men (*Field and Stream*, *Gentlemen's Quarterly (GQ)*, etc.), women (*Woman's World*, *Grihalekshmi*, *Vanitha* etc.), boys (*Boys' Life*) and girls (*Teen Vogue*). Specialized periodicals also serve most professions, industries and organizations.

Specialist magazines have been growing in recent years, not only in terms of the number of readers, but also in the increasing number of consumer advertisers who have seen the benefits of the medium. Circulation varies for a special interest magazine. But, even though the circulation is small, it is usually stable over the short term and offers an advertiser a well-defined market. Obviously, for a specialist product, there is no better place to advertise than in a magazine which concerns itself directly with the product area, such as gardening or photography.

We can categorize some special interest magazines into the following genres based on their content and target audience:

### a. Farm magazines

These are magazines featuring news and information pertaining to the agricultural sector. It is a resource for farmers and vendors of farmers' markets. There are various farm magazines that contain information about various farming equipment, farming practices, ideas and technology suitable to small and big farms, raising unusual livestock, growing high-value crops, direct marketing of their products to bring in more income, the latest techniques for growing bountiful, nutritious crops and many more articles that could provide information to the farmers who are their target audience. They also share the success stories of artisans and farmers, on government policies and programmes and also about how to promote their business by reaching new customers and develop value-added products.

### b. Sports magazines



Fig 1.3

A sports magazine usually features articles or segments on sports comprising of many photographic images and illustrations. Some magazines concentrate on all general sports news and related issues while others concentrate on specific sports or games such as football, baseball, athletics etc. But the common aim of any sports magazine is to take fans inside the game and provide a mix of columns, features, profiles of their favourite players, scores, statistics and analysis of the game. News and information about sports, reviews, interviews, expert advice, player profiles, season previews, predictions and pre-game analysis as well as quality photos are some of the main ingredients in a sports magazine.

### c. Business magazines

Most of these magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc. They explore latest news and reviews on current trends in the world of business. Business magazines offer readers an unparalleled look at business and economic news, with incomparable access to business drivers around the globe. It also provides the most recent news about trends and developments in global business, financial markets and personal finance.

## d. Environmental magazines

The aim of this type of magazine is to provide information about environmental issues and to share ideas about our very diverse and dynamic environment so that readers can live more sustainable lives and connect themselves to ideas and ongoing efforts for change, as well as for building a more just and sustainable future. They cover everything environmental - from the big issues like climate change, renewable energy, toxins and health to the topics that directly impact the readers' daily lives: population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines.



Fig 1.4

## e. Entertainment magazines

Entertainment magazines are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. Cultural criticism, beauty, lifestyle trends and shopping guides also find expression in such magazines. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images.

## f. Automobile magazines

Automobile magazines offer a rich and varied examination of the automotive universe in all its forms, illustrated with vibrant photography. They present interesting automotive news in the industry and celebrate the automotive lifestyle and its personalities, past and present. It also offers insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form. Updates in motor vehicle arena such as newly arrived cars and bikes, contemporary style of vehicles, recommendations to buyers, reviews of newly launched vehicles are some of the attractive elements in these magazines.



Fig 1.5

### **g. Children's magazines**

The main aim of children's magazines is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's magazines are designed to set young children on the path to become curious, creative, caring, confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities. 3D children's magazines are now on sale in Kerala.

### **h. Women's magazines**

Women's magazines play a variety of roles as educator, family counsellor, beauty specialist and life style expert. Women's magazines, on many occasions, have become an arena for debate and promotion of education for women. The personal nature of the content also makes it a unique material specifically for women. The gorgeous photographs, engaging designs and innovative styles make them attractive. The outlook of a women's magazine is an intelligent perspective that is focused on personal style - the way women actually look, think and dress. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion.

### **i. Men's magazines**

Men's magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool.

### **j. Literary magazines**

A literary magazine devoted to literature, usually publishes short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors, interviews and any content related to literature. Its aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles.

We can also include several other types of magazines in the special interest magazine genre. Magazines on architecture, art, computer, customer, film, health, history, horror fiction, luxury, music, political issues, public relations, satire, science fiction, shelter, trade, wildlife etc. are some among them.



## Little Magazine



Fig 1.6

*The term "little magazine" can be applied to a range of different publications, but usually it is used to suggest a literary magazine produced without concern for immediate commercial gain and with a guiding enthusiasm for contemporary literature, especially poetry. It publishes experimental and non-conformist writings of relatively unknown writers. A little magazine may champion work by a very small number of authors or a particular style, or attempt to provide a cross-section of what its editor sees as the contemporary scene. They are usually non commercial in their outlook.*

### Let us do

*Collect copies of Indian and international magazines. Categorize the magazines based on their content.*

### Check Your Progress

- ✍ State the differences between general interest and special interest magazines.
- ✍ Name two children's magazines in Malayalam.
- ✍ ..... is an example for sports magazine.
- ✍ Who are the target audience of business magazines?

## Content of magazines

The value of magazines depends on reader trust, which in turn, is built on the basis of content delivery. Hence editorial integrity must not be compromised at any circumstance and maximum consideration must be given to achieving variety in content.

Let us analyse some of the varied contents that build up a magazine:

### a. Cover story

The cover story is the beacon in any magazine. It may refer to a story in a magazine whose subject matter appears on its front

cover. The cover page quite often carries stunning headlines to facilitate a compulsive buying of the magazine. If the content does not come up to the expectations of the buyer, the magazine will not survive long. The cover story ought to be well-written and it should contain solid documentation, ample details and illustrative examples in smooth and clear prose.

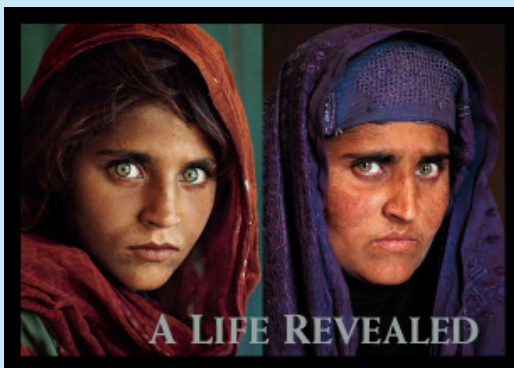


### Photograph of Sharbat Gula

*The portrait of an unknown girl taken by Steve McCurry turned out to be one of those images that sear the heart. It ran on the cover of the National Geographic magazine in June 1985. Her eyes are sea green. They are haunted*

*and you can read the tragedy of Afghanistan, a land drained by war in those eyes. She became known as the "Afghan girl," and for 17 years no one knew her name. She is Sharbat Gula, belonging to one of the Afghan tribes called Pashtun. When Steve met Sharbat in 2002 to take her portrait again; no one, not even she was not sure about her age. He guessed she must be 30 then.*

*Time and hardship have erased her youth. The second meeting between the woman with green eyes and the photographer was quiet. Married women in her tribe strictly follow certain cultural traditions. So she did not smile at Steve. Her expression, he said, was flat. She cannot understand how her picture has touched so many. She does not know the power of her eyes.*



*The portrait of Sharbat Gula published in the cover page of National Geographic in 1985 (left) and in 2002 (right)*

Fig 1.7

### b. Editorial

The magazine editor sums up the week's events or recalls the most important event for editorial topic. Magazine editorials give opinions on important contemporary social, political, economic, or legal issues and intend to persuade readers to agree to a particular point of view. Thus an editorial is more about opinions than facts.

### c. Articles

A magazine article is a piece of nonfiction writing targeted for a specific interest group. The first paragraph is a creative beginning which captures the reader's interest and hence it must be interesting. The second part is the middle of the story. It includes the main points on how the writer has approached the subject and also gives the writer's personal expertise and opinion related to the topic. The final paragraph, the ending, should bring the article to a satisfying resolution from the reader's point of view.

### d. Features

Feature stories are articles that have human-interest and focus on particular people, places and events. Feature stories are descriptive, colorful, thoughtful, reflective pieces of journalistic writing about original ideas.

### Structure of a feature

A feature article takes a specific format and outline. There will always be a title, introduction, body of the story and a conclusion. The title of the article should grab the reader's attention quickly to keep them reading. It should highlight the general topic of the story. The introduction of the story is contained in the first few paragraphs of the article. It should provide whatever background information is relevant to the story and should create a relationship between the writer and the reader.

The body of the feature should be broken into pieces with subheadings for easy organization. This section has most of the details of the story. It includes names, places, time and quotes from those interviewed. The opinions of the writer, those at the location of the story and from experts of the subject are presented in the body of the article. Pictures, diagrams and charts that illustrate the story would also be included.

The conclusion should leave a lasting impression on the reader and provoke some sort of reaction. The conclusion should prompt an immediate response from the reader or encourage him / her to shift his / her stand on a particular issue.

## **Types of features**

### **Profiles or personality features**

A profile is a type of feature story that usually focuses on the personality of an individual on what is important or interesting about that person. Although profiles are usually of people, (a celebrity profile for example), a journalist can also profile an entity, like a sports team or a company. Generally, the person and his/her achievements is the focus of the article. Profiles reveal an individual's character and lifestyle and exposes different facets of the subject so that readers feel they know the person. It is simply a word sketch drawn in a creative manner. The word 'profile' comes from 'profilare', meaning 'one side of the face'.

### **Historical features**

These features commemorate important dates in history or turning points in our social, political and cultural life. They offer a useful juxtaposition of then and now. Historical features take the reader back to revisit an event and the issues surrounding it.

Objectivity and neutrality should be your aim at all times when conducting research and crafting a historical feature. You should aim at reporting the facts and nothing else.

### **News features**

A news feature is a kind of feature story that focuses on a hard news topic. News features combine a feature writing style with hard news reporting. News features typically try to shed light on problems in our society. What is expected of a news feature is a narrow, focused topic that can be covered reasonably well in a limited space. It thoroughly explores an issue through research, statistical data and most importantly, interviews with news sources.

### **Human interest features**

Human interest is hard to define. The best known kind of feature story is the human interest story that discusses issues through the experiences of another. Human interest features are those that involve a reader emotionally, stimulating or depressing him/her,

angering or amusing him/her and awakening sympathy or distaste. A human interest story may emphasise relationships, drama, conflict, or oddity. Such features can be written about almost anything - persons, places, animals and objects. However, it is more personal and intimate, than being objective.

### *Let us do*

*Prepare the following features to be published in your school magazine:*

- a. Profile of a famous personality.*
- b. Human interest piece from your locality.*
- c. News feature about the school re-opening function.*
- d. Historical feature about place of importance in your locality.*

## Columns

Columns, which are essentially opinion pieces, represent the strong, informed and focused opinion of the writer on an issue of relevance. Knowing how to present a strong point of view is an important skill for any column writer. It has a clearly defined point of view and represents clarity of thinking. Columns contain the strong, unique voice of the writer. To write a good column requires more than just the ability to articulate an opinion. The opinions must make sense, provide insight and be convincing.

## Reviews

A review provides critical assessment, factual information and also it should describe the work and express an opinion about it. A review in a magazine is an evaluation of an art form like film, drama, musical productions or a newly published book. There are no rules about the structuring of a review. It is important to justify the reviewer's assertions with illustrations, explanations or arguments. Format your review by writing down your personal feel about the work and also write about the positives and negatives of the work.

## Essays

It is a short literary composition on a particular theme or subject, usually in prose and generally analytical, speculative or

interpretative. Essays are written compositions about anything. In terms of writing, you need only to create a handful of original sentences for the entire essay: a thesis, a theme, a mini-thesis that begins each paragraph and a concluding sentence that says what it all means.

## Photo features

A photo feature is also known as photo essay. It is a set or series of photographs that propose to tell a story. The true spirit of what defines a photo feature is the capture of an exceptional moment within a common, everyday occurrence. A photo feature simply captures nice moments within a cultural environment or a happening that illustrates the quality of life in some sense. Photo features shall consist of pictures or sequences with informative content and emotional impact, including human interest, documentary and spot news.

### Let us do

- *Prepare a photo feature on an important event.*
- *Attempt to write a review of a film you have seen recently.*
- *Write a column on any of the current issues.*
- *Prepare an essay on 'clean campus'.*

### Check Your Progress

- ✍ What is the importance of cover stories in magazines?
- ✍ Describe the steps involved in making a photo feature?
- ✍ What is a profile?



## Practicals for External Assessment

- ✍ Writing various types of feature stories such as profiles, human interest features, columns, reviews, essays etc.
- ✍ Preparing a photo feature (Production work)
- ✍ Pasting models of various types of features with brief descriptions of their peculiarities in the scrap book

## Future of magazines in the digital era

Increased competition, penetration of online and e-formats and cross media ownership negatively affect the print media sector. News magazines join the market regularly and the existing ones disappear for want of readers, lack of finance or due to take overs. This tendency is called 'magazine churn'. Advertising revenue (much more than circulation revenue) seals the fate of most consumer magazines. The shift of advertising revenue to the web is the biggest problem faced by broad-circulation magazines today. While they are becoming increasingly adept at generating revenue from their web sites, web-only publishing models substitute print magazines.

Therefore, digital magazines are set to grow fast over the next several years in the magazine industry as publishers begin to enter the digital arena.

Mobile phones which are becoming popular will be the dominant platform of the future with a booming number of magazine consumers on mobile. Its exclusive in-house technology captures the growing mobile user base by redefining the reading experience on mobile and tablet platforms which will rely on a competitive monthly subscription model to access the world's best titles. Those tablets will have apps that are incredibly immersive, including magazine apps, which will take advantage of people's social graphs, location data and other features to offer a more interactive experience.

### Let us sum up

Magazines may be referred to as popular press publications with articles written by journalists or freelancers, who gather information from various sources and synthesize it into their stories or reports. The audience for articles in magazines is the special target group from the general public.

Magazines are generally intended to inform or entertain readers on general interest topics in broad subject areas. It is slick and glossy in appearance and contains photographs and illustrations, published at regular intervals. People who subscribe to magazines

read it at their convenience. Magazines are more advertiser-driven than newspapers.

A magazine article is a piece of nonfiction writing targeted at a specific interest group. It is possible to write a good magazine article through a strong interest and a willingness to learn through research and interviews. The reader's attention has to be grabbed with an arresting opening paragraph. Keep the theme in mind as you write the body of the article. Everything you write should support the theme. The ending of a magazine feature should bring the piece to a satisfying resolution for the reader. Clear thinking is the key to good writing. A magazine usually expresses its content in various styles - narrative, serialized narrative, persuasive, visual, imaginative or in multiple inverted pyramids.

Most magazines look more or less the same at first glance, but they target different audiences. Based on target audience and content specialization, there are various types of magazines such as general interest magazines, special interest magazines, entertainment magazines, farm magazines, sports magazines and children's magazines.

Putting together a magazine content determines the style of your magazine. Magazine is generally built around humorous anecdotes, fiction, news reports, exclusive interviews or any combination of genres in the form of cover stories, editorials, articles and various types of features.

In the present age of tablets and social media the idea of a "magazine" is returning to its storehouse roots. The future of magazines will be in the hands of digital publishers who would provide endless opportunities to craft experiences with magazine apps. Functionally, a magazine still represents the idea of a bunch of thematically related content put together as one package. Great magazines also contain a magical spark, which means a magazine is something more than the mere contents.

### **Let us assess**

1. State the major characteristics that make magazines the favourite medium for advertisers.

2. Do you think that each magazine has its own style of writing? Elaborate the answer on the basis of the different writing styles adopted by magazines?
3. Which is the first college magazine in Kerala?  
a. Jnananikshepam   b. Vidyasamgraham  
c. Bhashaposhini   d. Vivekodayam
4. .... is an automobile magazine published in India.
5. Your school has decided to publish a campus magazine. As a member of its editorial team, state your suggestions on the contents to be included.
6. 'Profile tells you what a person is'. State the idea conveyed by this statement.
7. Tablets and mobile phones are the future determinants of magazine culture. Evaluate this statement on the basis of the future trends in the magazine industry.

### Extended Activity

Collect cover pages of interesting cover stories and prepare a picture album.

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## Glossary

Citation	A citation is a reference or footnote to an item (such as a book or periodical article); a citation contains the author, title, date of publication, and any other information needed to locate the item
Cover lines	Information about major articles given on the front page of a magazine
Centre spread	Middle two pages of a stapled magazine. Often sold to premium advertisers or used as an editorial feature
Complementary copy	Free copy of a magazine sent to potential advertisers, the press or editorial contributors
Cover-wrap	Extra cover wrapped around a magazine, usually for advertising purposes. Rare until 2006 in magazines
Issue	All the copies of a periodical with the same cover date and distributed at the same time
Journal	A type of periodical which contains signed scholarly articles. Journals are usually published by academic or association presses and include bibliographies
Sidebar	A text that accompanies a feature story, usually framed at the side of the page
Trade Magazine or Trade Publication	A magazine published specifically for an industry, business, service, technical, scientific or trade audience. Also called "business to business" or "specialized business magazine"
e-zine	A magazine that is available on the Internet

# 2



## MAGAZINE EDITING AND PRODUCTION

### Key Concepts

- ☞ Principles of magazine editing
- ☞ Magazine editorial department
- ☞ Magazine design
- ☞ Layout elements
- ☞ Magazine production

### Significant Learning Outcomes

The learner will be able to:

- evaluate the various principles involved in magazine editing
- identify the role and functions of the editorial department
- list the elements of a good magazine page design
- classify the different types of magazine layout
- produce a standard magazine

*In the previous chapter you have learned about the different types of magazines. Each of them has unique characteristics and at the same time there are certain similarities in style and content.*

*Print media industry is experiencing a crisis in most parts of the world and many of them are trying to relocate themselves in the internet. But magazines show signs of survival by becoming "specialized magazines" in certain areas of popular audience interest. These magazines serve only special interest audience and not broad cross-sections of the population. This niche approach enables magazines to attract targeted audience such as fashion lovers, children and home makers, sports enthusiasts, cinema buffs, lovers of art and literature and the new car and bike lovers. The editors, designers, writers and artists, plan page layouts to display the content more effectively and imaginatively to survive in a competitive leisure time market.*

*This chapter focuses on the major principles of magazine editing, design and layout which enhances magazine's appearance and look different from the other magazines.*

## **Principles of Magazine Editing**

Through excellent writing, design and photography, a magazine tries to present descriptive and credible stories that will arouse interest and curiosity of the readers. Editorial integrity is also crucial. A magazine needs to present a factual copy in an effort to establish credibility. That trust has to be developed over the years and it involves a fine line in presenting the content in an objective and positive manner. Presenting accurate and balanced stories is our first operating principle. The magazines should reflect significant variety in their content, appearance, photographs and themes.

Let us consider them in some detail:

### **a. Editorial policy**

The editorial policy is a kind of blueprint of a magazine that indicates the boundaries within which individual issues are built. In general, the editorial policy sets the purpose of the magazine, determines its character and over-all slant, defines the nature of the content by which the purpose is to be achieved and establishes size, number of pages and frequency of publication. When a basic editorial policy is clearly articulated, it helps the editor to keep the magazine in line with its purpose and consistent with its message.

### **b. Content**

The biggest part of editorial planning is dreaming up ideas for content. The method you choose for putting your magazine together can determine how you gather and incorporate the content. The editorial planning group should develop criteria for its work. There are objective standards which may be used in planning and by which the content of the magazine can be measured. The editor should take the initiative in setting the group to think about these criteria. It is about attracting the right audience and holding their interest throughout the content.

### **c. Balance**

For any magazine there is the possibility of a large number of topics from different fields as content. Not every topic will appeal in equal measure to every reader. Some readers will be interested in a topic that will appeal hardly to the other readers. The way we structure contrasting and similar elements creates a smooth flow and compositional balance.

### **d. Comprehensiveness & Accuracy**

The content should not only be balanced, it should also be comprehensive. The alert editor and his planning group will explore all the possible angles of the interests of the reader. The editor will be looking forward to including new topics which are emerging in the society. The innovative trends in all spheres of human activity

must be given due weightage. It is in attaining comprehensiveness that the editor uses his ability to think beyond his readers. Comprehensiveness will explore the strengths of important forms that go into magazine journalism-text, graphics, photos, illustrations -as well as the broader word strengths of print presentation.

Accuracy always has long been the slogan of the journalist. Thorough checks and cross checks in the editing room will make an excellent copy. Editors and copy readers should read the copy with a critical eye, searching for missing details, factual errors, misspelled words and awkward or ambiguous phrasing.

### **e. House style**

The specific usage and editing conventions followed by writers and editors to ensure stylistic consistency in a particular publication or series of publications such as newspapers, magazines, journals, websites, books etc can be called the 'house style'. A house style is the set of rules collected together in a book or a computer file.

House style is where a magazine uses similar layout and structure such as masthead, font, colours, logo, placement of pictures and location of barcode. House style is used by nearly every magazine in the market today to give each magazine a specific look and layout.

### **f. Design**

Without great design, magazine is only half of what it can be. Developments in technology have brought tools for creating plenty of depth to magazine designs. Simple effects and techniques are the building blocks of today's designs. Complex design techniques are often time-consuming and can distract readers from the magazine's intended focus.

The basic principle that underlies magazine editing is that writing and designing share the foundation for a good magazine. Everything is about understanding the reader. The various principles such as balance, openness, theme etc also help to make them look good and puts the reader at ease and everyone can make rational decisions instead of emotional ones.



## Reader's Digest

*Reader's Digest, founded in 1922 by DeWitt Wallace and Lila Bell Wallace, is an American general interest family magazine, published monthly (except during the years 2010 and 2012 when the American edition was published ten times a year). Its headquarters is in New York City. For many years Reader's Digest was the best selling consumer magazine in the United States.*

*Today global editions of RD reach an additional 40 million people in more than 70 countries, with 49 editions in 21 languages. It has a global circulation of 23 million, making it the largest paid circulation magazine in the world. It is also published in Braille, digital and audio formats.*

*The Indian edition was first published in 1954. It was published for many years by the Tata Group of Companies. Today the magazine is published in India by Living Media India Limited. It prints Indian and international articles.*



Fig 2.1

### Let us do

*Analyze any issue of your favourite magazine and prepare a review of about 300 words stating how far it satisfies the essential principles of magazine editing.*

### Check Your Progress

- ✍ State the main goal of editorial planning in a magazine.
- ✍ What are the steps a magazine editor has to follow in bringing balance to the entire magazine?
- ✍ How can we distinguish the house style of particular magazines?

## Magazine editorial department: staff and functions

The key to success of every magazine is the working relationship between its key employees, which comprises the editor - in - chief and the art director. However the relationship with the team of designers is also vital because the organizational and presentation skills are important to ensure that the final product looks good,

sometimes under tight deadlines and tight budgets. The editors, photographers, illustrators and layout artists are considered equally important as all these people working in the editorial and production sections have equal status and responsibility in the production of a magazine.

### **Editor-in-Chief/Executive Editor**

The editor-in-chief is the person who works with the business, marketing and sales departments to set the editorial direction of the magazine. Editor-in-chief has to be a person with great vision, because his/her vision and decisions are crucial for the success of the publication. First of all s/he has to be a great journalist. An editor-in-chief is responsible for creating attractive quality content for its readers. S/he then communicates the business goals of the organization to the other editors and writers, helping to plan editorial calendars. S/he works with the business executives to create an editorial vision or brand that creates an audience attraction to advertisements, since the magazine relies primarily on advertising for revenue. S/he has to be a great leader guiding the entire team on a tough and uncertain path. The editor-in-chief has to be in constant contact with the art director and must also work closely with other members of the team. The role of the editor-in-chief is important and crucial for the success of the publication.

### **Managing Editor**

The managing editor manages the workflow of a magazine, creating a list of essential features that enhances the personality of the magazine. S/he assigns articles and gives deadlines, word counts and pay rates. S/he also often supervises all artwork, locating and securing it, setting budgets and maintains a work schedule to make sure advertising materials arrive on time. The managing editor contacts all editors, writers and advertising staff before the material is due to ensure they are on schedule. If s/he finds out that an article, artwork or an ad will not arrive on time alternate arrangements have to be made.

### **Magazine Editor**

A magazine editor is a senior level journalist responsible for the planning and execution of all issues of a magazine. These editors choose the exact content, including written work and photos. Several years of magazine experience is required to become a magazine editor. A magazine editor does more than correcting the

spelling and grammar in articles and act as an integral part of the editorial department.

Magazine editors are responsible for planning the content and publishing schedule of the magazine they oversee. They work with other editors, designers and writers to plan and assign stories, photos and graphics that will appeal to their readers. They also edit stories and often supervise lower-level editors. Magazine editors are also more involved in coming up with story ideas and shaping specific sections of their magazine.

### **Art Director**

The key creative person in the publication's team can have many titles, but the line of work is the same, although the title of art director is the most common one. Art director is responsible for organization and realisation of all the art work that will be included in the publication. S/he has to deal with a team of designers, photographers, picture editor and artists and is responsible for all the creative aspects of the job. His / her instructions to the designers, photographers and illustrators are vital. S/he has to give clear instructions to its design team. Some oversee every aspect of the design process and some give more freedom to their team. Art director is responsible for the magazine's visual appeal. The success of the publication also depends on the design.

### **Designers**

Their role is to design the publication under art director's supervision and instructions. Designers work closely with the art director and their level of involvement and autonomy in designing material is determined by several factors. The key factor is how much freedom their art director will give them, because some art directors like to oversee every detail of the publication design while others are happy to delegate work and check it once the pages are laid out. The number of pages and the time frame of publication determine the number of designers.

### **Editorial Assistants**

Large magazines have senior as well as assistant editors and editorial assistants. Editorial assistants are often a step up from interns, providing support to editors, performing research, proof reading copy, fact-checking the completed stories and writing short articles.

## Production Manager

This is the person who oversees the physical compilation of all the materials by setting a production schedule and makes sure that everyone sticks to it. S/he is responsible for the communication with the printing house and also setting the deadlines for the submission of the text copy, imagery, design, editing deadlines and so on.

### *Let us do*

*Arrange a field visit to a magazine office and prepare a flow chart of the staff members in a magazine organization.*

### Check Your Progress

- ✍ Explain the duties of a magazine editor.
- ✍ 'Art director is responsible for the overall look of a magazine'. Elaborate.
- ✍ Describe the job of editorial assistants in a magazine.

## Magazine Design

Designing a magazine is not an easy task. It is much more than just putting some elements together. Magazine designing has its own challenges, tips, tricks, tools of trade and well done examples. Words, images and the physical elements such as quality of paper and binding work together make a readable magazine. It is important for a magazine to be consistent in design, not only from one page to another, but also from one edition to the next one. The good designers spend hours and hours moving around elements to make his work the one that looks best than the previous one. Working with the design and customizing it as much as possible is the key to success for a magazine designer. The best designers take an in-depth look at each article and might sometimes even send it back to the author for small adjustments. A good design is created to tempt the readers into a story. It takes every small detail starting from alignment to overlapping text and image boxes, color matching, spacing and so on. You need to be organized and keep a balance between ads, text, titles, headings and other elements.

## Principles of magazine design

All designers make use of the basic principles of design that help them to create a magazine. Layout designers should strictly follow these principles as they are only on the entry point in the profession. The standard designing principles are

- balance
- contrast
- proportion
- unity

### Balance

As magazines are usually kept in the "two - page" spread position in the reader's hands, his / her eyes moves across a double page spread. The reader will be simultaneously looking at both the pages. Therefore, the designers try to match identical elements on the double page spread. The formal balance is a balance between left and right. The editors are also required to match the lower right corner with the lower left corner exactly and also had to match headline weights across the page. Even the headlines and photographs at the bottom of the page have to be balanced symmetrically. Thus balance is not achieved by merely matching identical elements on the page. Other factors, such as the apparent weights of the elements on the page, need to be considered.

### Contrast

A magazine page should have one focal point or centre of visual interest with smaller, contrasting elements. The point of focus reveals the publication's priorities and shows readers what the editor believes is important. The layout editor may emphasize a particular element - a story or a photograph - simply by making it larger than other elements. This concept of contrast, is called the dominant element. On a standard open (no ads) page, a dominant horizontal element should extend across more than half the page. In addition, pages often rely on colour for contrast. Some designers use neutral colour blocks behind stories to spotlight and unify such elements. The layout editor may also use contrasting typefaces and shapes to focus, balance and lend visual interest to a page. Many modern publications use lightface drop heads, also called underlines and pop out quotations to contrast with bold face main headlines. For consistency, a publication's design team will establish specific

typefaces for text elements as part of a design style guide. Items are often placed horizontally to contrast with items placed vertically - for example, a thin, horizontal story contrasts with a strong vertical photograph. The use of differing shapes of elements add visual impact to the layout.

## **Proportion**

Proportion is the relationship of two or more elements in a design and how they compare with one another. Proportion is said to be harmonious when a correct or desirable relationship exists between the elements in a magazine page with respect to size, colour, quantity, degree, or setting. Good proportion adds harmony, symmetry or balance among the parts of a design. The effective use of proportion in design is often referred to as harmony, a relationship in which the various elements of the composition appear as if they belong together in size and distribution.

## **Unity**

To achieve unity, also called structure, a publication carries its design themes throughout all pages as well as within individual layouts. In a unified publication, all elements of the design are related. The section headings, headlines, captions and column logos are stylistically consistent, and the sections and columns appear in the same place in each issue. Unity also refers to the idea that individual stories or related elements packaged together can have greater visual impact if they are designed in modules. Most modern designs, beautiful in its simplicity, puts a premium on unity because a unified approach communicates the message more effectively to readers.

## **Elements of magazine design**

Each magazine page consists of several crucial elements. Since these elements are important, you should have deeper understanding on how to work with them.

### **Headlines**

First and most important textual element on a page is the headline. The headline is as important as the layout. After the reader opens the page, the first thing that catches his attention is the layout, or some dominant image. The second thing that will draw his attention and attract him into reading the article is the headline. The reader may find the layout attractive but if the headline is not appealing

and interesting he may skip that article. Place it at the top and give the headline all the importance it deserves. The headline should be set in bigger size than other text elements on the page. Sometimes when you design large articles, headlines can stand all by itself on the page.

## Sub headlines

Subheads are used to break up the body copy and to give some clever insight into what the reader can expect in the next few paragraphs. The reader may stop reading if he sees long blocks of texts. Subheads should be placed to break those blocks and to signal a new section or chapter.

## Intro

This is the introduction into the article. After a headline catches the attention of the reader, the intro acts as a bridge between the headline and the body copy. It sets the tone of the article and briefly describes what you can expect from the rest of the article. Intro text should summarize the story and attract the reader's attention. From the design point of view the intro should be set in bigger type size than the body copy but in a much smaller size than the headline. You can also make it in different type.

## Body copy (body text)

This is the largest part of any article. Body copy should be as interesting as the design, as the headline and intro. No matter how good the design is, the main body copy must be written in interesting ways. Setting right margins, columns and size of the body copy enhances its readability.

## Pull quotes

Pull quotes are very useful and serve as attractive design elements. It is intended to pull out the most interesting parts of the story and emphasize them. Pull quotes serve as a great tool to break up big blocks of the body copy and to give a more interesting look to the article. Pull quotes can be taken out directly from the body text or they can be summarized as excerpts.



Fig 2.2

## Running head (section head)

These are navigation elements that guide the reader. If you set them in brightly coloured box and bleed them out of the page they will be visible even when the magazine is closed. Running heads should be carefully designed to reflect the style and tone of the rest of the magazine.

## Image captions

These are parts of the text that should work with the image they relate to. Image and image captions should work as a unit. The copy editor should find some nice copy to be placed on the image or below it. Avoid placing image captions above the images. Image captions should be placed below them or on them. You can set image captions in one or two long rows or you can set them in several narrow rows.

## Folio

Folio can consist of several elements. Page number is mandatory but others are optional. Others can be publication logo, date, month, section title, web page, but again do not over do it. Folios serve a bigger purpose and should be placed on almost every page. The reader should know at every moment at which page s/he is or to which page s/he needs to go.

## Cover design

The cover has to do two key jobs for a magazine. It has to sell the general concept of the publication as well as to reflect its design and the intellectual level of the editorial content. It is the magazine face - like a person's face - since it is the primary indicator of a magazine's personality. The fundamental role of the cover is to sell the issue, both to your regular readers and to the new readers, who might be looking for a change. It sells the brand and hence it has to be visually appealing and has to be different from the other cover pages. Each new cover must be different from the previous issue but still familiar and recognizable to regular readers. It has to present the publication's character and its content. All this makes the cover page the most important page in any magazine.

### *Let us do*

*Design a cover page for a general magazine including all the ingredients of a good cover design.*

## Layout elements

Laying out the magazine pages involves selecting the content for each page, text and pictures, designing the pages for clarity, pleasing appearances and then processing the pictures. Layout design could be characterized as determining the dynamic relationship between various elements on the page.

Magazine formats are very fluid and column widths are not standardized. When laying out a page, particularly in a horizontal format, editors often place body copy in several adjacent columns.

Magazine publications use a variety of borders to separate one page element from another. Most advertisements are boxed, some with ornamental borders; some stories are also boxed, but usually with simple, plain lines called rules.

The use of open space, also called white space, helps to achieve unity of design. Well-designed publications use consistent amounts of open space between columns of type, between photographs and their captions, above and below headlines, between the flag and the rest of the page, between the headline and the byline and between the byline and the first paragraph of the story.

Most publications use digital photography in some form or another. Digital photos require sizing and color/contrast adjustment through the use of a computer program such as Adobe Photoshop.

The main purpose of using colour as a design element is to draw attention to the content. Most studies indicate that colour is better than black and white for grabbing the readers' attention.

### Functions of layout

- **To catch the reader's eye:** The first function of a layout is to attract attention, to get the reader stop and look at each and every nook and corner of the page.
- **To introduce a feature:** The visual aspects of a page tell what the content is about and why it is of concern to the reader.
- **To illuminate and amplify the content:** Often the pictures, captions and an editorial note will add to the content of a story. They may tell the story from a different angle or give a background for the story so that it may be seen in perspective or furnish certain highlights. In short this function of the layout is to complete and enrich the content.

- **To keep the reader on the hook:** The second or third page of a feature while different in appearance from the first, must also be visually inviting. The idea here is to keep the reader continue reading and prevent him from putting the magazine aside because the pages look too formidable.
- **To express the magazine's character:** The layout constitutes a chief means for revealing the slant or personality of the magazine.

### *Let us do*

*Collect articles on a special interest topic from the class. Design the cover page and layout the inner pages for the specialized magazine.*

### Check Your Progress

- ✍ What are the principles of magazine design?
- ✍ Identify the elements of a good magazine page design.
- ✍ Define the format of magazine?
- ✍ What are the differences between proportion and contrast?
- ✍ Differentiate 'pull quotes' and 'running head'?
- ✍ What is folio?
- ✍ Explain the principles of magazine layout.

### **Practicals for External Assessment**

- ✍ Designing the cover page of a magazine.
- ✍ Producing a magazine with all the necessary ingredients and attractive layout (Production work).
- ✍ Elements of magazine design with pictures in the scrap book.

## **Magazine production**

Production is an activity carried out after the editor has done editing and the art director has laid out the pages. The art director needs knowledge of the process called production in order to get the effects he wants to place in each page and to cut down costs. Most magazines have a production director or editor who acts as

a sort of middle man between the art director and the printer. The magazine production stages are printing, and binding.

The appearance of a magazine depends not only on how well the editor has handled the editorial process but also on the conscientiousness and skill of the magazine's printer. To select the right printer and to work with him/her efficiently are also important editorial functions.

8	1	2	7
4	5	6	3

8pp - 8 Printed Pages

Fig 2.3

There are varieties of ways to print the magazine but in all cases you need to work the pages in sets of fours. Optimum pagination groups would be to work in 8pp (printed pages) or 16pp (printed pages) sections. Print the document

digitally at your local print or copy centre. For larger scale publications a commercial printing company would be required to print your magazine.

Digital printing is the reproduction of digital images on a physical surface, such as common or photographic paper, film, cloth, plastic vinyl etc. This making process uses highly accurate printing machines that can print a thousand copies without producing variations between each printed report. In digital making personal computers check for errors and advise the user if there are virtually any error. Computers used for digital making also make sure that each print is accurately printed and the availability of inks as well as papers are also checked.

The last leg of the process of magazine publishing is marketing and distribution; the finished magazine is released to the market.

16	1	2	15
14	3	4	13
12	5	6	11
10	7	8	9

16pp - 16 Printed Pages

Fig 2.4

## Printing and designing software

### Adobe PageMaker

*Adobe PageMaker is a desktop publishing software programme that allows presenting and viewing entire pages of a publication. It is easy to format a document layout and control various design details such as fonts and graphics to printing. Adobe PageMaker helps graphic designers or production artists to create professional page layout.*

### Adobe InDesign

*Adobe InDesign is desktop publishing software. It can be used to create work such as posters, flyers, brochures, magazines, newspapers and books.*





*It exports documents in Adobe's Portable Document Format (PDF) and has multilingual support. It was the first DTP application to support Unicode for text processing advanced typography with open type fonts, advanced transparency features, layout styles and optical margin alignment.*

### **Computer to Plate (CTP)**

*It is an imaging technology used in modern printing processes. In this technology, an image created in Desktop Publishing (DTP) is sent directly to a printing plate. There are mainly three types of CTP plates:*

1. *Photo Polymer Plates*
2. *Silver Halogen Plates*
3. *Thermal Plates High Laser Energy*

### **QuarkXpress**

*QuarkXPress ("Quark") is a computer application for creating and editing complex page layouts in a WYSIWYG (What You See Is What You Get) environment. QuarkXPress is used by individual designers and large publishing houses to produce a variety of layouts, from single-page flyers to the multi-media projects required for magazines, newspapers, catalogues and the like.*

## **Let us sum up**

Diligent planning makes the whole magazine production process easier, reduces the stress on everyone involved and is a great time management strategy which brings about better results. This helps to plan the content of a magazine issue and to monitor the production process. Generally, the magazine publishing process involves content acquisition, copy editing, graphic design and production, printing, marketing and distribution. Editorial, commercial, informational and entertainment contents are among the most commonly used content types for most magazine publications involving a multi-faceted skill from the magazine journalists and editors. Once the editorial board confirms the overall content plan, the editors need to follow with a detailed plan for every story that goes into print. In many cases, an article will need to be returned to its author to make corrections and add information that an editor believes is missing.

Writing a great headline is the next task that can be daunting to an editor. The headlines should convey what story a magazine communicates as a whole and to check whether headlines by themselves make sense. An introduction to the story should be short and it should fulfill two criteria: it should attract the reader's attention and tell the readers what follows. While using images, make sure they are of a suitable resolution for the magazine's format. All final materials should be submitted to the graphic designer who works closely with the editor to ensure that the design of every spread is logical and works with the design of the magazine as a whole. Magazine publishers usually adopt their own style, a format which makes it unique. The lay-out artists consider some factors such as leaving plenty of 'white space' around the text, avoiding placing copy over images, over-use of colours, clashing of elements and breaking the text into thinner columns. To assemble the magazine from the content supplied, you should use a commercial design pro-tool such as InDesign or QuarkXPress. The finished product is then marketed and distributed to the consumer market.

### Let us assess

1. 'Editorial planning is necessary in the execution of a good magazine production.' Evaluate the statement on the basis of the values involved in the planning process.
2. Describe the various phases that a magazine editor should consider in the editing process.
3. Explain the skills needed for a magazine editor.
4. What are the functions of a layout?
5. Explain the main elements in the layout of a magazine.
6. \_\_\_\_\_ is one of the software used for magazine publication.
7. Briefly explain the steps of magazine production.
8. "The cover page is the most important page in any magazine". Do you agree with this statement? Substantiate your answer

### Extended Activity

Visit a magazine production unit and prepare a note on the production process.

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## Glossary

Bleed	Term used for an illustration, image or printed matter that extends beyond the trimmed edge of a page
Centre of visual interest (CVI)	The prominent item on a page, usually a headline, picture or graphic
Circulation	The number of paid copies of a periodical, such as a magazine, a journal or a newspaper
Digital Printing	Using digital data from prepress systems to printing without the use of plates
Editorial Calendar	Yearly schedule of topics and/or articles planned for upcoming issues of a magazine
Gate fold	A special page in a magazine, usually for an ad, which is printed on a larger piece of paper and folded to fit the size of the magazine and open like a gate
Saddle Stitching	Binding a magazine through the center using wire staples which allows the magazine to lie flat but poses restrictions on insert positioning
Silk Screening	Method of printing based on squeezing ink through a cloth screen
Subscriber	Any person who pays for having a magazine delivered to him/her
Web -fed printing	Printing on a continuous roll (web) of paper that allows a more cost-efficient way to produce magazines in comparison to sheet fed printing methods

# 3



## WRITING AND PRODUCTION FOR RADIO

### Key Concepts

- ☞ History of radio
- ☞ Broadcast technologies
- ☞ Types of radio broadcasting
- ☞ Radio programmes
- ☞ Radio programme production
- ☞ Radio programme presentation
- ☞ New trends in radio

### Significant Learning Outcomes

The learner will be able to:

- observe the history of radio
- identify the various types of radio broadcasting
- write scripts for radio programmes
- produce a radio programme
- compere a radio programme
- identify the new trends in radio

*The day break in an average Malayali family begins with the attentive listening of a devotional song either from a nearby centre of worship or from a radio station. This is followed by a devotional radio talk which cleanses your mind. While you immerse yourself in various activities at home, preparing for a busy day's schedule, the radio continues to provide you information and entertainment. When you step out of your home, you are bombarded by noises, but your travel in a bus, auto or car gives you a feeling of solace when a radio jockey talks to you intimately. S/he navigates you by providing traffic information and other vital information you need to know on the way. The mellifluous voices and sounds help you to forget tensions and you go down the memory lane enjoying nostalgic songs played out by the FM channel. Back home in the evening, you see your dear ones listening to their favourite songs through mobile phone earplugs attached to their ears. Wherever you go, radio is there, particularly the new generation FM radio.*

*Radio, ignored by the people since TV enchanted family audience, is now on a "re-birth" spell all over the world, facilitated by the mobile phone boom. It has seen tremendous developments over the last two decades.*

*You have already studied radio as a mass medium and its characteristics in the previous year. In this chapter, we will discuss the origin, growth, developments and new trends in radio broadcasting along with the modern methods of radio production.*

## **History of Radio**

Radio is indebted to two other discoveries for its birth-telephone and telegraph. These three technologies are very closely related. In fact, long-distance electronic communication had existed since the middle of the 19th century. The telegraph communicated messages through a series of long and short clicks. Cables across the Atlantic ocean connected even the far-distant United States and England

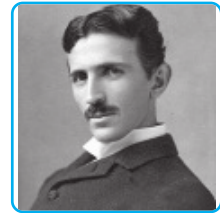
by using this technology. By the 1870s, telegraph technology was used to develop telephone which could transmit a person's voice over the same cables used by its predecessor (telegraph).

Radio technology was started in 1864, when James Clark Maxwell theorized that when electricity passes through a wire, it gives off invisible waves at certain conditions. Thus, he forecasted the presence of radio waves. And in the year 1886, Heinrich Hertz showcased projection of swift variation of the electric current into space in the form of radio waves and proved the Maxwell theory.



*Heinrich Hertz*  
*Fig 3.1*

The development of the radio began in 1893 with Nikolai Tesla's demonstration of wireless radio communication in US. His work laid the foundation for those later scientists who worked to perfect the radio we now use.



*Nikolai Tesla*  
*Fig 3.2*

The defining moment in the history of radio was at 12.30pm on 12 December 1901 when the three dots of the Morse letter "S", transmitted from Cornwall were received in Newfoundland. The early uses of the radio were mainly for maintaining contact between ships out at sea. However, this initial radio was unable to transmit speech, and instead sent Morse code messages back and forth between ships and stations on the land.

One of the first signals that carried voice and music was accomplished in 1906 by Reginald Fessenden. He made a Christmas evening broadcast to ships at sea from Massachusetts playing "O Holy Night" on his violin and reading passages from the Bible. The radio saw a surge of use during the World War I. Both sides used radio to relay war propaganda.

In 1906, Lee DeForest produced the "Audion," a triode vacuum tube that allowed for amplification of radio signals. Radio was based on those tubes until the transistor was developed in the late 1950s.

Guglielmo Marconi, an Italian inventor, spent most of his working life in England where he introduced many of the first uses of wireless telegraphy to European navies. In 1896 he was awarded



*Guglielmo Marconi*  
*Fig 3.3*

the official patent for the radio by the British Government. His radio apparatus is widely considered to be the saviour of over 700 people when the Titanic sank in the sea in 1912.

Amateur radio operators started radio stations as early as in 1909 in the United States. KDKA in Pennsylvania is considered the first and the oldest radio station in US. KDKA went on air on November 2, 1920 to broadcast the results of the presidential election. Also during the initial days of radio broadcasting many stations were interconnected for simultaneous broadcast of programmes called chain broadcasting or networking. Gradually radio became a big industry.

## **History of Radio in India**

In India also radio broadcasting was started by amateurs and private enterprises in the 1920s. The Radio Club of Bombay broadcast its first programme in June 1923. The Calcutta Radio Club started its broadcast in November 1923. The Madras Presidency Club with a 40 watt transmitter began transmission on July 31, 1924.

In 1927, some businessmen in Bombay started the Indian Broadcasting Company (IBC) with radio stations in Bombay and Calcutta. Organized broadcasting in India began when the first station of the IBC was inaugurated by the British Viceroy of India, Lord Irwin on July 23, 1927. But IBC accumulated huge loss and closed down its operations on March 1, 1930.

The government took over the broadcasting facilities and began the Indian State Broadcasting Service (ISBS) on 1 April 1930. In August 30, 1935, Lionel Fielden was appointed the first Controller of Broadcasting in India. On 8 June 1936, ISBS was renamed All India Radio and in 1941 it was placed under a separate ministry, the Ministry of Information. On June 3, 1947 Viceroy Lord Louis Mountbatten, Jawaharlal Nehru and Mohammed Ali Jinnah made their historic broadcasts on the partition of India. The transfer of power on the midnight of 14-15 August, 1947 was broadcast live with Jawaharlal Nehru's famous "Tryst with Destiny" speech.

The AIR network by then had nine stations of which six remained with India and the rest gone to Pakistan. When the Princely States were integrated with India, radio stations at Mysore, Trivandrum, Hyderabad, Aurangabad and Baroda were taken over by All India Radio and became a part of the AIR network by 1950.

As on 31 December 2014 All India Radio operates 414 broadcasting stations. This includes 127 primary channel stations, 86 local radio stations, 196 relay centers and five community radio stations. AIR today is accessible to 99.20% of the population of the country and nearly 92% of the total area with broadcasts in 23 languages and 146 dialects.

The first FM Channel was launched by AIR on an experimental basis in 1977 in Chennai. The local radio stations of AIR which had their beginning in 1984 were all based on FM technology. Listeners of All India Radio thus got exposed to hi-fidelity sound quality. At present AIR has 206 FM transmitters across the country (31 December 2014).

In keeping with the Government decision for transition to the digital mode of transmission, AIR is switching from analog to digital. The technology adopted is the Digital Radio Mondiale or DRM. At present the AIR has setup eight DRM transmitters at various parts of the country.

## **Radio Broadcasting in Kerala**

The Travancore State set up the first radio station of Kerala. The Travancore Station came into being on 12 March 1943. The 5 KW Medium Wave transmitters were installed at Kulathur and the studio was located at the old MLA Quarters in Thiruvananthapuram. Two hours of broadcasting on Friday evenings were aired by the station. The station merged with All India Radio network on 1 April 1950.

Today AIR has seven FM and three Medium Wave stations in Kerala. All India Radio's Kochi station is the first FM station in Kerala. The station began its broadcast on November 1, 1989. The only Short Wave transmission is run by Thiruvananthapuram station.

### *Let us do*

*Prepare an assignment on the origin, growth and development of radio in India.*

As on January 31, 2015, there are 17 private FM radio stations in Kerala. Of these Radio Mango operated by Malayala Manorama, started its broadcast on November 29, 2007 from Kozhikode and became the first Malayalam private FM station in Kerala.

## **Broadcast technologies**

### **Amplitude modulation (AM)**

AM refers to 'amplitude modulation', a mode of broadcasting radio waves by varying the amplitude of the carrier signal in response to the amplitude of the signal to be transmitted. AM signals can be detected with simple equipment. Another advantage of AM is that it uses a narrower band width. AM broadcasts occur in the medium wave frequency range - the standard broadcast band of 530 to 1700 KHz.

### **Frequency modulation (FM)**

Edwin Armstrong invented the FM radio during the 1930s. He won a patent for FM radio in 1933. The aim was to overcome noise interference in AM broadcast. Sound level of broadcasting in FM radio is three times better than AM.



Edwin Armstrong  
Fig 3.4

### **Digital radio mondiale (DRM)**

Mondiale being Italian and French for "worldwide" is a set of digital audio broadcasting technologies designed to work over the bands currently used for AM broadcasting. Digital Radio Mondiale is also the name of the international non-profit consortium designing and implementing the platform. DRM can deliver FM-comparable sound quality on frequencies below 30 MHz which allow for very-long-distance signal propagation.

***Check Your Progress***

- ✍ The first controller of broadcasting in India.
- ✍ Differentiate AM and FM mode of radio broadcasting.
- ✍ Expand DRM
- ✍ Who invented FM radio?
- ✍ Identify two FM radio stations owned by Malayalam newspapers.

**Types of radio broadcasting****a. Public service broadcasting**

Public Service Broadcasting (PSB) is financed and controlled by the public and for the public. In principle, PSB is neither commercial nor state-owned and free from political interference. AIR and BBC are some of the examples of public service broadcasting services.

**b. Commercial radio**

Commercial radio stations are owned and managed by private enterprises. Their survival is based on airing advertisements. Generally, commercial radio gives importance to entertainment programmes like comedy talks, music programmes and celebrity chats. Red FM, Radio Mango and Club FM are some of the examples of commercial radio stations.

**c. Community radio**

It is a geographic specific and audience specific radio broadcast in FM mode. It serves populations in far flung areas, coastal areas or in some areas where people live together as a community. Community Radio facilitates individuals, groups and communities to share their experiences and is considered as a participatory development communication initiative. These radios preserve local language and culture, traditions and social norms.

The first community radio in Kerala, Radio DC 90.4 MHz Community FM was inaugurated on 6th January 2005. It is a non-commercial community radio station administered by the DC School of Management and Technology (DCSMAT), located in

KINFRA Film and Video Park, Kazhakoottam, Thiruvananthapuram. It is the first internet radio to be started in an Indian Business School and the only private Community Radio Station in Kerala. Later Radio Macfast of Thiruvalla, Radio Mattoli of Wayanad, Radio Benziger of Kollam, Radio Media Village of Changanacherry and Jan Vaani FM of Kannur came into existence.



### Radio Mattoli

*Radio Mattoli (90.4 FM) is a Community Radio Service (CRS) situated at Mananthavady in Wayanad District of Kerala State. It is the first community radio service in Kerala that broadcasts programmes in tribal dialects daily. It involves the active participation of the largest number of community volunteers and focuses on different communities living within its coverage area. It reaches out to every section of the society with special attention to the communities that are marginalized, to ensure that they also find expression through the radio. It provides farmers, tribes, dalits, women and children an opportunity to speak out and be heard.*



Fig 3.5

### d. Ham radio

Amateur Radio (Ham Radio) is a popular hobby and service in which licensed Amateur Radio Operators (Hams) run the communication equipment. Amateurs operate radio as a hobby with no monetary benefits. They often provide essential communications services when regular channels are unavailable due to natural disaster or other disruptive events.

### e. Internet radio

Internet radio (also known as web radio, net radio, streaming radio, e-radio, online radio, etc.) is an audio service transmitted via the internet. Internet radio services are usually accessible from anywhere in the world if internet connection is available. Radio

Maska is India's first live internet radio station that provides Bollywood music 24x7. As on date 30 November 2014, All India Radio is live streaming its four channels on the Internet.

### *Let us do*

*Radio broadcasting regained its lost glory and position with the emergence of new broadcast technologies and services such as FM radio, Community radio and Internet Radio. Do you agree with this? Divide the class into two groups and conduct a classroom debate on it projecting both sides of the argument.*

### Check Your Progress

- ✍ .....operates Ham radio communication equipment.
- ✍ Identify two Public Service Broadcasters.
- ✍ What are the objectives of community radio?
- ✍ Which is India's first live Internet radio?

## **Radio programmes**

Radio broadcasting is a teamwork which involves a combination of creativity, technology and social mission. For a better understanding of the practical aspects of radio production one should know about the programme types, their characteristics, qualities of programme producer and those who work behind the production process. We shall discuss them briefly.

### **Types of programmes**

Radio programmes can be categorized into two broad categories: news and non-news programmes. Policies of a radio station determine the nature of programme mix.

### **News programmes**

#### **a. News bulletin**

News bulletins have assumed increasing importance in radio broadcasting in recent years. In the early days of radio there was

seldom more than one bulletin a day. Many stations today have several long bulletins interspersed with hourly or even half-hourly news summaries.

It is usual to give the most important story first and the least important story last. The two main factors you have to consider are the overall order or balance of the bulletin and the pace. But the news editors have the freedom to re-order stories to add variety and balance to the bulletin as a whole.

### **Structuring the bulletin**

The bulletin usually starts with a signature tune. It is an identification musical note of the programme.

- The news reader introduces himself / herself.
- Reading of headlines of the most important stories in the bulletin: Once you have decided on the order of stories, you should write some headlines for the major stories. Your listeners will use the headlines to judge whether the bulletin is worth listening to or not.
- Story run down: In a 10 minutes bulletin, the stories are arranged in two equal duration bunches. If you select seven headlines, those headline stories may be arranged more or less equally in the first and second bunches, so that the listener will listen to the bulletin from the beginning to the end. The arrangement of stories in a bulletin is called story run down. There will be a commercial break when the reader finishes reading the first bunch of stories. But before the break, the reader reminds the listener about the main stories coming up in the bulletin in the next 5 minutes (teaser) and urges him/her to stay tuned.
- At the end of the bulletin, the headlines are repeated and the reader signs off.

### **Radio news writing**

The most important principle in radio news writing is simplicity. If the language is complex, it will be difficult for the audience to grasp the news. If the story is not understood the first time around, it

would be lost to the listener forever. The basic rule in radio news writing is to keep the sentence short, avoid complex sentences and use common words.

While a newspaper article is written with a formal tone, the radio news is often written with an informal tone. This is because newspaper articles are meant to be read, not spoken. When writing the radio news, use the conversational style. Writers must try to avoid long, complicated words, as well as using parenthetical statements which are not easy to announce.

### **Structure of a radio news story**

A 10-minute radio news bulletin usually contains 15 to 20 stories. During very important news breaks, the number of items may come down to 10 to accommodate news of greater impact. Sometimes, the lead story may take almost half the time of the news bulletin. A single story normally takes a maximum of 90 seconds. If the story is a bigger one, it may be divided into two or three stories. For example, in a major story about a train accident killing more than one hundred passengers and injuring 200 others in a major Indian city, there will be more on-the-spot reportage and sound bites coming from various centres. The tragic incident and the reactions from many people in different locations could not be limited to a single story of 90 seconds duration. It will definitely have follow-ups in the next bulletin and in the coming days too.

Every newspaper story will have a headline and dateline. But in radio, headlines of the important stories are read in the beginning and at the end of the bulletin. Each story will not have a headline. The place of origin of the story and the time of occurrence of the incident will be included in the second or third sentence of the story.

Radio news follows the inverted pyramid style of reporting but all the 5W's and 1H will not be overcrowded in the first one or two sentences. If the sentence is too complex and lengthy, the listener will not be able to understand it clearly. An 18 to 24 word lead sentence is ideal. More details can be put in the succeeding sentences in the descending order of importance.

A news item of national importance gets first page placement with pictures and it may be the subject of discussion in the editorial or in the edit page article. The radio news carries the same story in its prime time bulletin, limiting to a major headline story of 90 second duration. If the story is very significant, the News Services Division may conduct a panel discussion in the evening or broadcast a vox-populi programme.



### Model radio news copy

*A sample 90 second radio news item is given below. A major newspaper in the country carried the same item in 3 columns above the fold with pictures in the front page. Two or more news items related to this also occupied 1.5 columns in the inner pages in an eight column format.*

*NITI Aayog*

*02.06.2015*

*1800hrs*

*MVK*

*In the first NITI Aayog meet in New Delhi today, prominent economists stress the need for a renewed focus on the farm sector. They said the agricultural sector is constrained by high costs and low productivity. Therefore it needs a focused attention. The economists pointed out that the Union Government has not launched any flagship programme to boost agricultural production. However, the manufacturing sector is being given a push through the 'Make in India' campaign.*

*The economists urged the government to work towards high growth, a predictable tax regime, fiscal prudence and rapid infrastructure development.*

*Prime Minister Narendra Modi in his opening remarks spoke of his government's recent initiatives - The Pradhan Mantri Jan DhanYojana, LPG subsidy and Swachh Bharat Abhiyan. The Prime Minister is scheduled to meet the Chief Ministers on Sunday. Union Finance Minister Arun Jaitley who attended today's meeting said the government has no plans to give statutory status to NITI Aayog. The meeting was also attended by Aayog Vice Chairman Arvind Panagariya, Chief Economic Advisor Arvind Subramanian and Aayog members - Bibek Debroy and V.K. Saraswat.*

### **b. Radio newsreel**

News reel is a news magazine programme in radio covering major current news issues, broadcast once or twice a week. It is a combination of relevant sound cuts on current affairs with brief

introduction and conclusion by the narrator. Recorded actuality and such other features as interviews with people can also be included in radio newsreel.

### c. Radio documentaries/features

Documentaries are based on real people and issues. Radio also has this format. Radio documentaries have only sound—the human voice, music and sound effects. So a radio documentary is a programme devoted to covering a particular topic in some depth based on real sounds and real people and their views and experiences. They are based on facts and are presented in an attractive and dramatic manner.



#### A model documentary script

*(Music)*

*(The birth of a baby girl...the cry of the mother in deep pain followed by the cry of the new born indicating her arrival into this world)*

*Narrator : A new member to this world. A girl child..... (In the background, the humming of the very famous lullaby of this land "Omanathinkalkidavo..." written by IrayimmanThampi. Generations of children have been lulled asleep by its soothing note.)*

*Narrator : She is very fortunate, because at present she has parents to love and support her...*

*(The nursery rhyme - "Twinkle twinkle little star....." is heard in the back ground as sung by a small girl.)*

*Small girl : "Twinkle twinkle little star  
How I wonder what you are..."*

*Narrator : This girl is growing up...*

*Girl : Once upon a time there lived a tortoise and a hare. The hare used to scold the tortoise often saying that "see, you can't run very fast like me, how will you reach a place by crawling at snail's pace... Oh! What a pity... But the tortoise never reacted to these scolding words of the hare... instead he kept mum... One day the hare invited the tortoise for a running race, with a winning smile....."*

*(Music)*

*Narrator : This girl didn't realise the fact that, living the life of a female is also a running race where women will be on the receiving end always...In this running race who will emerge as the winner? The hare or the tortoise...*

### ***Let us do***

*Collect a day's news from your locality and prepare a radio script based on it.*



### **News Wrap**

*Most news broadcasts are made up of a series of short news stories. These stories are told by a reporter and include a few quotes by experts or bystanders. In radio these are called news wraps. They don't last for more than a few minutes. The duration of most news wraps are 90 - 120 seconds. Anything longer than four minutes is generally considered a news feature. News wraps are focused and require a certain amount of discipline. The actuality or sound bite is sandwiched between an introduction (lead) and a concluding remark by the reporter.*

#### **d. Current affairs programme**

As the title suggests, matters of day-to-day life featuring people in all walks of life are placed in this category. Some of the important current affairs programmes are listed below:

#### **e. Talks**

The radio talk is neither a lecture nor a public address. Generally an expert is invited to speak 7-8 minutes on a subject of current interest. This is followed by a talk between him and an anchor person. Such programmes usually last for 25-30 minutes. The main purpose here is to give a detailed view on an important issue.

#### **f. Discussions**

The discussion programme provides a platform for the exchange of ideas. More than one person is invited to take part in a discussion on the pattern of round-table conference. Every participant shares his/her views. Radio discussions are produced when there are social or economic issues which may be controversial. The presenter plays the role of the moderator.



## Mann ki Baat - Connecting with the masses

*'Mann ki Baat' is an Indian radio programme hosted by the Prime Minister of India in which he freely addresses the people. The programme will be aired once a month and the first episode was broadcast on October 3, 2014. 'Man kiBaat', is exclusive to AIR and will also be telecast on all news channels of Doordarshan. Additionally, various private FM radio stations and community radio stations in the country are allowed to broadcast the show. A "recording point" also has been set up at No:7, Race Course Road, the PM's official residence for the address.*



Fig 3.6

*The fourth episode of Mann ki Baat broadcast on 27th January 2015 had a special guest, the President of America Shri.Barack Obama. In his broadcast with Obama, Prime Minister Shri.Narendra Modi pointed out one reason for choosing radio - i.e. its reach. He said "radio reaches every home and every lane of India". That cannot be said about the television or the internet. Franklin Roosevelt, who was President of America from 1933 to 1945 was the first leader to address the nation regularly through radio. He chose the homely title - 'A Fireside Chat' for his radio addresses to the nation.*

## Non- news and other entertainment programmes

### a. Musical programmes

When we talk about radio, the first thing that comes to our mind is music. Music on radio includes signature tunes, musical sound effects, musical interludes and theme music. All India Radio has been playing a very important role in the propagation and preservation of all genre of music such as film songs, light music, classical music and folk music.

### b. Radio drama

Radio dramas are presented through dialogues. A radio play has three components: human voice, music and sound effects. The voice of the actors, music and sound effects can create any situation in a radio play. AIR organizes drama festival every year.

### **c. Docudrama**

A docudrama (documentary drama) features dramatized re-enactment of actual events. A docudrama strives to adhere to known facts. Dialogues may include the actual words of real-life persons. For example, "Gandhi Margam" programme uses the quotations from Gandhiji's writings and presents them dramatically.

### **d. Skit**

Skits are much shorter than plays and can be one or more scenes from a play. In radio, skits are constructed around fun on occasions of important social events. "Kinjanavarthamanam", "Kandathum Kettathum", "Kalikalam" and "Vazhivilakku" are examples of radio skits.

### **e. Phone-in programme**

This is a live interactive programming where the listener and the presenter talk to each other. The programme has more listener satisfaction as his involvement is acknowledged immediately. Such presentations need advance publicity so that the listeners get ready to air their grievances or requests. The News Service Division of AIR broadcasts weekly phone-in programme "Public Speak" every Monday at 9:30 pm.

### **f. Radio bridge**

'Radio Bridge' means connecting different stations through out the country or even foreign countries. In this technique, an expert sitting at a Chennai studio can interact with the common man/expert in the Delhi studio. This format was first used by All India Radio during elections.

### **g. Jingle**

It has been proved that a musical message is often more memorable than a spoken word. A jingle is a small song or music piece used for advertising, promotion or similar activities. Radio station's promos are also produced as jingles, a form of sound branding.

### ***Check Your Progress***

- ✍ Differentiate a news bulletin from a news reel.
- ✍ What is a docudrama?
- ✍ Identify two genres of entertainment programmes broadcast through radio.
- ✍ Name a phone-in programme broadcast by AIR.
- ✍ List the characteristics of radio interviews.
- ✍ What does Radio Bridge mean?

## **Radio programme production**

Due to constant changes in technology, the techniques of radio production keep on changing. But the basics remain the same. To grasp this complex process, let's divide the radio broadcasting into five distinct stages:

1. Pre-production
2. Production
3. Post-production
4. Transmission
5. Feedback

### **1. Pre-production**

During pre-production stage, we identify story topics, characters, sounds and scenes. Developing the ideas on the programme and research to gather background information materials are the two steps at this stage. The research for collecting background information is called formative research since it helps form the idea and format of the programme. It is during this stage that we identify the people participating in the programme, sound/voice to be used and the properties and logistics required. The outline script which details the programme is prepared at this stage. A rundown sheet which gives a day-by-day and hour-by-hour information of recording schedules may also be developed.

### **2. Production**

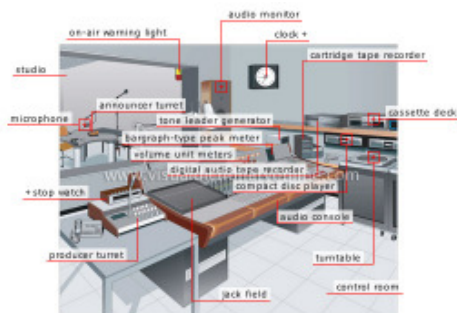
Production in radio programming is basically recording the sound. It may occur indoor or outdoor. They are called 'studio production' and 'field production' respectively. While recording sound the producer shall ensure the quality of sound, perfection of recording and reduction of noise or interruptions. Microphones, recorder unit, headphone socket, standard batteries, recording media, power supply, headphones etc. are some of the devices we use in field recording.

## Studio operations

### Recording Studio

The room that houses the equipment necessary for radio production and in which a broadcaster's finished product is assembled is known as the production studio. Modern digital studio may be a workstation desk setup in the corner of a room with a mix of computer and audio equipment.

There are three types of studios in a radio station. One is usually the on-air studio which is used for live, day-to-day broadcasting. The others are production studio, used for putting together programming material that is recorded for playback. The third is considered as a performance studio or announcer booth. It is usually smaller than the other studios and houses nothing more than microphones, a table and chairs.



*Radio studio and control room*

*Fig 3.7*

### Recording equipment

Sound recordings protect recorded sounds, both musical and non-musical. Today we are in the midst of a digital revolution in which information will be recorded, stored, transmitted and received digitally. All these new digital technologies have one thing in common; they produce high quality recordings. Let us scan through the recording devices used in an audio studio.

### Microphones

All microphones have one thing in common: microphones convert a sound wave into an electrical signal in which the voltage and current are proportional to the original sound. To perform this task microphones use a thin membrane, known as a diaphragm, which mimics the function of the human ear.

### Types of Microphones

Based on sound pick up pattern, there are commonly three types of microphones used for radio recording.

- a. **Uni-directional microphone:** As the name suggests, this microphone picks up sound from one direction. As you speak

in front of it, your voice is picked up. If you speak from the other side of the microphone, your voice will not be picked up properly. In a radio studio, the announcers, presenters and news readers use this type of a microphone.

- b. **Bi-directional microphone:** Here again as the name suggests, the voice or sound is picked up from two directions. If you are recording an interview in a radio studio, you may use this type of microphone.
- c. **Omni-directional microphone:** In the case of an omni-directional microphone, it picks up sound from all directions. This type of microphone is used when a number of voices are used in a single programme like a radio discussion or a radio drama.



### Common types of microphones used for audio recording



Fig 3.8

**Dynamic Microphones :** In dynamic microphones a physical cone acts like a lens to concentrate the incoming sound waves.



Fig 3.9

**Ribbon Microphones :** These microphones consist of a thin strip of metallic foil suspended in front of a magnetic plate.



Fig 3.10

**Condenser Microphones :** Rather than a vibrating wire coil, condenser microphones have a thin diaphragm and solid back plate which make up an electronic component known as a capacitor.



Fig 3.11

**Handsfree Wireless Microphones:** They come in three popular configurations, lapel (lavalier) wireless microphones, collar wireless microphones and headband wireless microphones.

## Digital Recording Equipment

Digital audio production explores the tools and techniques of digitized sound production. A digital audio player (DAP) is an electronic device that has the primary function of storing, organizing and playing audio files.

Popular audio recording software includes Apple Logic Pro, Digidesign's Pro Tools, Cubase and Nuendo both by Steinberg, Sony's SoundForge, Adobe's Cool Edit Pro, MOTU Digital Performer-popular for MIDI. Other audio editing software include Ableton Live, Cakewalk Sonar, ACID Pro, FL Studio, Adobe Audition, Auto-Tune, Audacity and Ardour.

## Recording

Sound recording is an electrical or mechanical inscription and recreation of sound waves, such as spoken voice, song, instrumental music, or sound effects. An important development in radio recording was the invention of magnetic tape and the tape recorder. Sound could be recorded, erased and re-recorded on the same tape many times.

Magnetic tape enabled the development of the first practical commercial sound systems that could record and reproduce high fidelity stereophonic sound. Then emerged the digital recording

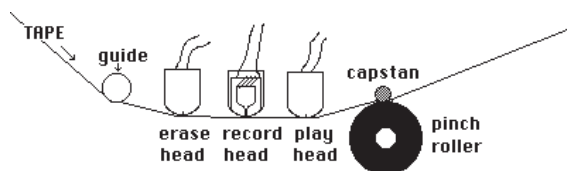


Fig 3.12

mode in which the sound is stored as binary figures and ensures high fidelity of sound and quick clear cut editing. Thus the sound recording technology can be classified as:

- a. Analogue recording
- b. Digital recording

## Analogue Recording

Analogue recording is a technique used for the recording of analogue signals. It is a sound recording process in which an audio input is converted into an analogous electrical waveform.

The emergence of Digital Audio Broadcasting (DAB) in the 1990s eventually converted radio from the analogue recording system to digital broadcasting since analogue signals are subject to fade out. Space and cost considerations, the scarcity of tape and parts of the machine marked the rejection of analogue machine. Also the physical vulnerability of tapes while editing made it a slow and tedious process.

## **Digital recording**

It explores the tools and techniques of digitized sound production. It can be stored and transmitted by a wider variety of media. The digital format can prevent much loss of quality found in analogue recording due to noise and electromagnetic interference in playback and mechanical deterioration or damage to the storage medium.

## **Advantages of digital editing**

1. Poor recordings can be cleaned up more easily and precisely and the noises can be charted and deleted as and when needed.
2. Fades can be automated, allowing the sound to recede with near-infinite gradualness and volume settings.
3. Editing and mixing are far more precise, opening previously unimaginable possibilities.
4. Sounds can be prolonged, without changing their pitch.
5. The editing process is visual-centric and performed on a screen.
6. Experimentation is encouraged by the 'undo' command and by storage of alternate mixes. It permits instant reversion of recorded material to an earlier form.

## **3. Post production**

Editing and mixing are the activities at the post-production stage of a radio programme. Editing for radio is to prepare a programme by starting with some raw sound elements and making a finished product to be broadcast. The first step involves the selection of the required voice elements for the final production. Decide and select the background sounds, sound effects or music that is to be included. Also identify the portion where it is to be included. The next phase is the preparation of cue sheet where we note down the chronological list of voice and all other related elements for the final mix. Now assemble the final product as per the cue sheet.



## Cue sheet

'Cue sheet' is a guide that leads us to the final editing of the programme. The ready to broadcast programme will be a copy of the written elements in a cue sheet. In a digital radio editing, the cue sheet is of lesser importance since editing is carried over in an instance with the help of various editing software.

A good cue sheet should include the following:

Start time.

End time.

Name or identifier of sounds.

Duration.

Fade information (in or out)

Comments (anything that can help with the mixing)

For practical purpose, the cue sheet and the script are often mixed in production houses.

## Model cue sheet

→	
(Smile of Sparrow, music)	Bird chirping music fade in
Sparrow:	It was at Ammu's school I came to know more about the scientific base of my family.
Bird chirping (A school atmosphere)	Sound of children playing making noise 30 sec
Children: 00.04.57	Good morning sir...
Tutor:	Good morning.
Children:	What are we going to study today, sir.
Tutor:	Today we are going to study about Sparrows which comes under Passeridae family. Ok. Generally, sparrows tend to be small, plump brown-grey birds with short tails and stubby, powerful beaks. They are comparatively very small birds with a maximum size of fifteen centimetres. Their main diet is grains. The truth is that these birds that were very common around the world once are now facing extinction.
Ammu:	Oh, really sad. I like sparrows very much. Sir, tell us about how sparrow's number got reduced considerably?
Tutor:	Lot of reasons. All based on man's greed and avarice.
Sparrow:	Dear children, most of the time you human beings don't understand that, your misdoings are causing irreparable damage to other living beings, leading to their total destruction. When China implemented the scheme - kill a sparrow- to save agriculture, my family was almost completely washed out from China. My grandmother used to tell me about that often.
(Music, down memory lane...)	music 30 sec. →

## Mixing

It is the combination of the balance and control of amplitude of multiple sound elements. In analogue, the mixing process is done in real time, that is, while the tape is rolling at speed. This involves raising and lowering the volume of the various tracks as they roll by, to create the fade-ups and the fade-downs in the right spot. In digital production, the producer sets levels individually for each track.

## Using sound effects

Sound effects in a radio programme give meaning and sense of location. It adds realism to a programme and helps a listener to use imagination. But in most cases, you use sound effects which are already recorded.

## 4. Transmission

For the propagation and interception of radio waves, a transmitter and receiver are employed. A radio wave acts as a carrier of information-bearing signals. Digital radio uses a transmission system in which the signals propagate as discrete voltage pulses, that is, as patterns of numbers. A digital radio broadcast offers compact-disc-quality reception and reproduction on the FM band and FM-quality reception and reproduction on the AM band.

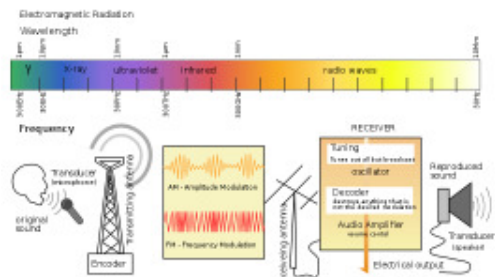


Fig 3.13

## 5. Feedback

Radio feedback is the best way to get connected and stay connected with the listeners. It gives an opportunity to have an ongoing dialogue with the most regular users and can judge the result of the presented programmes. Hence it can be considered as a tool that produces valuable information across all radio departments.

### Let us do

*Prepare a script and record sounds. Edit these sounds and produce a ready-to-broadcast 3-minute radio documentary on any social problem in the present day society.*

### Check Your Progress

- ✍ State the peculiarities of a radio production studio.
- ✍ Differentiate the microphones used for radio recording based on their directivity.
- ✍ Is analogue recording relevant today? Substantiate your answer.
- ✍ What are the main activities in radio post production?
- ✍ Briefly describe the various sound effects used in a radio station.
- ✍ Why radio feedback is considered important for the proper functioning of a radio station?

## Radio programme presentation

Presenting is easy in principle. All you have to do is to talk, but have you ever thought about the difficulty of doing this continuous talking? The fundamental principle in radio presentation is the harmonious unification of the other sound elements with your voice. Apart from the quality of the voice of the speaker, pacing, tone and choice of words are all important. Hence the presenter needs to remain compelling, composed and confident.

Knowledge of the target listeners is crucial in a radio presentation. It helps the presenter to set the tone of voice. The presenters should know exactly what they are going to say. So plan and prepare what you are going to say and more importantly, learn when to be quiet. Otherwise on many occasions, what you may think is fun for you, but it can be boring for the listener and they may quickly turn off the radio.

### Qualities of a good radio presenter

As a radio presenter you are always speaking to an imaginary listener over the microphone. You can only do this with constant practice. You need to find out what kind of a presenter you are. You need to find out what your comfort zone is, what your strengths and weaknesses are as a presenter and you will still need to work on both.

Let us examine some criteria that may seem essential for a good radio presenter:

- a. **Be prepared and avoid rambling:** The more prepared you are for any presentation, the more smoothly it will progress

and the more professional you will appear. Read thoroughly any text that you are going to present on air to rule out uncomfortable struggling to present a word that causes confusion in pronunciation. Rambling on nothing in particular is one of the biggest mistakes that presenters make.

- b. **Try to inject some humour and lightness:** Even if your topic is serious, make an effort to lighten it up through injecting humour or light hearted comments. This will help you to give a "human" quality to the programme which will bring your listeners closer to you.
- c. **Listen and learn:** Listen to lots of different styles of radio presenters, both on local and national radio. Identify what sounds you good and what doesn't sound so good.
- d. **Record every bit of your output and listen back to it and analyse it:** What sounded good? What sounded ambiguous? Ask some others to listen to your presentation and get their opinions. Comments of a radio expert would be helpful in improving your voice articulations.
- e. **Good radio voice:** Voice is the tool of the radio presenter. Hence good radio voice must have strength and clarity. There are certain essential requirements for a good radio voice such as rhythm, pronunciation, emotion, fluctuation etc.

## Radio newsreader

Radio newsreaders read the news on radio stations. Good newsreaders may have solid training in writing, reporting and digital media techniques. They must have excellent oral communication skills and a passion for news and media. The best voice for radio news reading is natural and relaxed. Here are some tips that may increase the efficiency of a radio news reader:

- Before you go on air, do some exercises to free up your jaw and tongue.
- If you are planning to read from a script, practice aloud until you feel confident. Pay special attention to difficult words and foreign names.
- Practice your pace and rhythm. Are you speaking too fast or too slow? Remember to pause and breathe naturally. Ask someone to give you the feedback.

- Underline key words, mark pauses (with "/" or another symbol) and write phonetic pronunciations for foreign words.
- If you make a mistake, don't panic. If it is a big error-one that could cause confusion or misunderstanding - apologize and correct it. Otherwise, take a breath and carry on. Don't draw attention to stumbles.

## Radio Jockey

Radio jockey or RJ has been with us for a century. But then they are familiar to us as radio announcers. With the advent of FM channels the radio announcers suddenly became radio jockeys or RJs. Although they are required for all radio channels, a radio jockey is usually related to FM. These channels are relatively new medium and has gone through a lot of changes since its formation. A new FM style of expression and delivery too has developed along with a sweet mid-to-heavy voice in an entertaining mode.

A radio jockey should have:

- pleasing voice and aptitude to speak sensibly
- good command over spoken language
- knowledge of local dialects
- the ability to befriend the listeners
- solid knowledge of technology and familiarity with the equipment for radio transmission.



Fig 3.14

### Let us do

*Imagine yourself as a radio news reader or RJ -*

- *Present a 5 minute radio news bulletin*
- *Present a phone-in programme*

### Check Your Progress

- ✍ State the qualities expected of a good radio presenter.
- ✍ Who is a radio jockey?



### Practicals for External Assessment

- ✍ Produce a radio programme of 10 to 15 minute duration with written script and sound effects. (Production work)
- ✍ Presentation of a radio news bulletin.
- ✍ Compering a FM radio programme.
- ✍ Paste pictures of different types of microphones with their peculiarities in the scrap book.
- ✍ Prepare brief write-ups of various radio programmes in the scrap book.

## New Trends in Radio

Radio listeners can now gain access to stations on the web and across the country that too even while they travel, thanks to the emerging technology of connected cars. The connected car will have apps like Pandora and MOG (these are online music services and blog networks) to listen radio programmes.

The selling point of radio is that it is free. In the future, that proposition will not hold strongly in the minds of listeners. News and weather updates, as well as, celebrity gossips can be delivered more efficiently through in-car apps. Once the personalized, on-demand music experience takes hold, traditional radio may increasingly lose listener interest.

Social media and internet integrated programming is also getting popularity among radio listeners around the globe. Radio stations are effectively using the services of Cloud mapping sites, online file sharing and storage facilities, online recorders etc. All these trends are making changes in the traditional face of the radio.

### Let us sum up

Although most people associate the term radio with radio stations that broadcast to the general public, radio wave technology is used in everything from television to cell phones, making it a primary conduit for person-to-person communication.

Even though the future of radio has been doubted many times throughout its history, it is still in existence. The inherent portability

of the medium gives it an advantage over other types of media such as television or print that requires an individual's full attention. The simplicity of radio has lent itself to a variety of uses. In recent years, new technologies have promised to expand the reach of radio and to expand the kinds of programming it offers. Satellite and HD radio have increased the amount and diversity of programming by making more stations available. Internet radio has increased the accessibility of radio communication and practically anyone who has access to a computer can create subscription podcasts to distribute radio programmes around the world. These new technologies promise to make radio an enduring and innovative media.

### Let us assess

1. 'Radio is indebted to the discovery of telephone and telegraph for its birth'. How far is this true in the invention of radio by Guglielmo Marconi in 1896?
2. Expand the terms, AM and FM.
3. Travancore Broadcasting Station was inaugurated on .....  
a. 1942    b. 1950    c. 1943    d. 1936
4. State the advantages of FM transmission that make the radio stations a switch over from AM transmission in the recent years.
5. Differentiate Commercial Radio from Community Radio.
6. Elaborate the steps to remember for the perfect structuring of a radio news bulletin.
7. Which among the following programmes is a radio skit?  
a. Kalikalam    b. Prabhathabheri  
c. Vayalum Veedum    d. Subhashidham
8. Name the various sections in the functioning of AIR.
9. Briefly describe the activities of radio programme production stage.
10. Name any three popular radio editing software.
11. In an interview for the post of a radio news reader, what will be the criteria for the selection of the proper candidate?
12. Explain the qualities needed for a radio jockey.
13. Recent trends place the position of radio as an interactive media. Analyse the statement on the basis of recent technological developments in radio.

## Extended Activity

Prepare an assignment on 'New Trends in Radio - Production and Presentation'.

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## Glossary

Acoustics	How clearly the sound is heard in a room; the quality of sound in a given area
Ad-libbing	Words, music, or actions uttered, performed, or carried out extemporaneously in one's own words, without a given script
Air check	Copy of a broadcast that is recorded on magnetic tape or digitally
High Definition Radio or HD Radio	This is when technology transmits digital audio and data alongside existing AM and FM analog signals. iBiquity, the developer of this technology, says HD Radio offers FM Multicasting, or the ability to broadcast multiple program streams over a single FM frequency, with static-free, crystal-clear reception and a variety of data services including text-based information

Middle of the Road (MoR)	A radio format that appeals to the 35-60 year old age group
Narrator	The individual who announces during the course of a broadcast program
On demand audio	The act of streaming or turning audio into digital data and transmitting it over the Internet.
Open mike	A mike which is live, at the given moment
Playlist	Roster of music for airing
Punch	Punch in/out is a recording technique used on early multitrack recordings whereby a portion of the performance was overdubbed onto a previously recorded tape, usually overwriting any sound that had previously been on the track used
Rating	Measurement of the total available audience
Reverb	Close echo; redundancy of sound
Rewind	Speeded return of recording tape from take up reel.
SFX	Abbreviation for sound effects
Sky wave	Radio wave that bounces off the ionosphere
Spots	Commercials; paid announcements
Turnover	Measurement of how often listenership changes from time period to time period
Voice-over	Talk over visuals
Voice-track	Recording of announcer message for use in mixdown.
Windscreen	Microphone filter used to prevent popping and distortion.
Wow	Distortion of sound created by inappropriate speed; miscue

# 4



## TV NEWS AND VIDEO PRODUCTION

### Key Concepts

- ☞ History of Television
- ☞ Production for TV and video
- ☞ Writing for TV newscast

### Significant Learning Outcomes

The learner will be able to:

- observe the history of television
- identify and understand various stages in pre production, production and post production activities
- observe different types of cameras, lights, effects and edit software
- classify various camera shots, angles, movements and camera positions
- evaluate different script formats
- acquire the knowledge to write scripts for news programme
- assimilate the role of digital technology in video production.

*Marshall McLuhan, one of the legends of mass communication studies, had predicted that television would bring us together into a global village. Satellite and digital technologies have enabled television to cross borders and bring people closer now than ever before. Former UN Secretary General, Kofi Annan on the occasion of World Television Day rightly pointed out: 'Our world is more and more a single information society and television, as the world's most powerful medium of communication, is a key part of that society.'*

*TV provides information, instruction and entertainment right inside our homes and it has become an unavoidable medium in our everyday life. For many of us it is difficult to imagine a day without television. It is an integral part of our homes and hotels and it patterns our daily activities. TV prime time is now filled with family dramas and reality shows. Through eye contacts the anchors and comperes address us directly. Hence, this medium is very personal and intimate.*

*Television can transmit messages to a larger audience because it breaks illiteracy barriers. The live nature of television further makes possible broadcasting visuals and information almost instantly.*

*We shall study in this chapter the history of the television from its origin to the digitised satellite TV of today. We will also learn the role and responsibilities of the production personnel as well as the techniques of programme production. Our emphasis in this chapter will be on production and news writing.*

## **History of television**

Constantin Perskyi coined the word 'television' in a paper presented to the International Electricity Congress in 1900. Experiments by various people in the field of electricity and radio led to the development of the basic technologies and ideas that laid the foundation for the invention of television.

In the late 1800s, Paul Gottlieb Nipkow developed the first ever mechanical model of the television. Around 1907, scientists A. Campbell-Swinton from England and Boris Rosing from Russia used the cathode ray tube in addition to the mechanical scanner system to create a new television system.

From the experiments of Nipkow and Rosing, two types of television systems came into existence: electro-mechanical television and electronic television. In 1926, British inventor John Logie Baird succeeded in transmitting moving pictures through a mechanical disk system. He also started the first ever television studio. In 1927, Philo Taylor Farnsworth invented a working model of the electronic television that was based on Swinton's ideas. Philo created the first electronic television system. By 1934 electronic camera and display tubes were perfected and all television systems had been converted into the electronic system.

## **Television in India**

Television in India is a multi-billion rupee industry that produces numerous programmes in many languages providing information and entertainment to millions. Television broadcasting industry in India had a humble beginning. It began in New Delhi on 15 September 1959 as an experiment under the All India Radio (AIR). The early television programmes consisted of an hour-long educational fare broadcast twice a week. Several community television sets were set up for receiving these programmes in the rural areas of New Delhi and in the city schools. The project was funded by the Ford Foundation.

By the 1970s, television centres and studios were opened in other parts of the country. In 1976 television was delinked from AIR

and it became Doordarshan under the Information and Broadcasting (I&B) Ministry. In 1982, Doordarshan, for the first time, provided national coverage of the IX Asian Games held in New Delhi using INSAT 1A. The same occasion also marked the switching over to colour transmission. By 1983, the government launched a huge expansion of Doordarshan. Several new transmitters were set up to carry television programmes to the length and breadth of the country. Thus, around 75 per cent of the population was covered by transmitters by the end of the 1980s.



### Era of Doordarshan

*The eighties was the era of Doordarshan. Serials like Hum Log (1984), Wagle Ki Duniya (1988), Buniyaad (1986-87); comedy shows like Yeh Jo Hai Zindagi (1984) and mythological dramas such as Ramayana (1987-88) and Mahabharata (1989-90) glued millions to Doordarshan.*

Doordarshan's virtual monopoly of television broadcasting in India came to an end in the 1990s. The coverage of the Gulf War (1991) by Cable News Network (CNN), a US television news channel, propelled the arrival of satellite television in India. Satellite dishes were installed to capture the signals and cable operators provided satellite broadcasting to the households in the metropolitan cities. The Indian government launched a series of economic and social reforms in 1991 that further liberalised the television industry. Consequently, there was a tremendous growth of the cable television industry. Under the new policies, private and foreign broadcasters were permitted to engage in limited operations from India.

Hong Kong based STAR (Satellite Television Asian Region), a multi-national television network, entered into an agreement with an Indian company and thus the Zee TV was born. It became the first privately owned Hindi satellite channel in the country. Star TV Network introduced five television channels into the Indian broadcasting space that had been monopolised by Doordarshan. Soon a number of private channels emerged.

With different categories of channels like 24-hour news channels, religious channels, cartoon channels and movie channels there was something for everyone to watch. The Information and Broadcasting Ministry has so far granted permission to 792 TV channels up to March 2014 as per statistics released by the Ministry. Of these, 392 are news and current affairs channels and 400 non-news (general entertainment) channels.

### *Let us do*

- *Conduct a seminar on the evolution of television*
- *Prepare a list of regional and English TV channels providing services in India.*
- *Prepare a chart depicting the milestones of TV broadcasting in India.*

### *Check Your Progress*

- ✍ Who coined the term television?
- ✍ What are the contributions of John Logie Baird to the development of television?
- ✍ In which year did Doordarshan start its colour transmission?

## **Personnel in television production**

A number of personnel are actively involved in the making of a TV programme at the various stages. We shall list them below:

### **Producer/ Director**

Producer, an equivalent term for the director in film, is the creative head of the production team. S/he is in charge of the technical and aesthetical aspects. The producer heads the pre-production, production and post-production activities. A programme is ultimately known by the name of the producer.

### **Production assistants**

They ensure that script, talent, crew and properties are in place at the shooting site. They organise rehearsals, coordinate activities at the shooting site and check for the continuity when shooting progresses. Their responsibilities also include logging tapes, taking notes during production meetings and recording.

## **Script writer**

Script writer creates ideas and translates them into words. S/he tailors concepts to suit production requirements and is assisted by a researcher who obtains data, background information and references for enhancing the script.

## **Camera person / Videographer**

The camera person composes and captures the mood that the producer demands from a shot. S/he works with the lighting director and set designer for getting the best visuals.

## **Set Designer/Scenic designer**

The set designer (SD) is responsible for conceiving, designing, and organizing the entire location in tune with the script requirement. The SD makes changes to an existing location or erects complete set with the help of the designing artists.

## **Makeup artist**

The makeup artist designs, prepares and applies makeup to the talent assisted by a team of makeup persons and hair stylists.

## **Costume designer**

The costume designer (CD) designs and selects talent's costumes (wardrobe) after discussion with the director. The CD is assisted by dressers and wardrobe handlers. S/he works in close coordination with the camera person and lighting director.

## **Choreographer**

Choreographer composes the dance sequences in tune with the mood of the situation. S/he is also involved in the composition of the music.

## **Talent**

Talent is generally defined as people who are heard and seen on the screen. Talents include actors, actresses, interviewers, announcers, newscasters, anchor persons, hosts and reporters.

## Lighting director

The lighting director (LD) is responsible for designing, arranging and controlling all lighting requirements. The LD works in close association with camera operators and costume designers to provide the right mood technically and artistically for the shots. LD arranges indoor and/or outdoor lighting.

## Technical Director/Vision Mixer

The technical director (TD) is responsible for operating the television production switcher (for electronic effects).

## Graphics designer/Graphics artist

The graphics designer is responsible for the design and preparation of graphics for the production. S/he is responsible for organizing and typing on-screen text and titles for the production. The graphic designer's involvement in the project begins right from the pre-production stage.

## Audio mixer/Audio engineer

The audio mixer is responsible for the technical and artistic quality of the sound. This job includes determining the number and placement of the microphones required for the production. S/he is responsible for the final mix (audio levels, balance, and tonal quality) of the production.

## Set crew/Floor crew

The set crew is responsible for the sets or scenery. Their jobs include setting, resetting, arranging props and action cues.

## Editor

The editor is in charge of the post-production. S/he selects, compiles and cuts the video and audio to produce programmes from the available rushes. The editor shapes the production by taking instructions from the director.

### *Let us do*

*Interview at least two production personnel and make a report.*

## **Making of a Television or Video Programme**

As stated earlier, the making of a television programme is a laborious task involving a team of people for a long period of time. We can basically divide the entire production procedure into three stages: pre-production, production and post-production.

### **Pre-Production**

Pre-production includes everything that we have to do before we start shooting a programme. It involves preparation, organization and rehearsal. A major work on a production usually goes into the planning and preparation stage. The ultimate quality of a programme depends on the detailed preparation done during this stage. The various stages in pre-production are:

#### **Conceptualization:**

It is the idea generating process. 'What is the programme all about?' is a part of conceptualisation. Usually, it comes from an interesting personal experience, a story or something we have read in a book or newspaper.

#### **One-line treatment:**

One-line treatment is important to understand at a glance what the television programme is all about. After finalising the idea, we have to begin formulating the goals and objectives. It guides the entire production process.

#### **Research:**

After conceptualization, we begin research on various aspects of a subject matter. During this stage we collect data from various sources to find out the feasibility of producing a programme as well as the other details to be included in the production, location etc. Research involves referring to books, doing online research and contacting experts in the content area.

#### **Proposal:**

The first document of pre-production is called a proposal. It is generally written by the producer with the help of a writer. It should be prepared only after getting the basic information and holding site surveys and interviews. It is an important document which can make or ruin the production. The proposal is a concise document

that briefly explains the objectives, goals, target audience and distribution methods.

### **Treatment:**

Treatment is written after the proposal has been approved. It is the same as the proposal except that it is a lot more descriptive. The treatment should answer the following questions: what do we want to cover in the available time?; does a specific angle help communicate the message more effectively?; and will the addition of graphics help the audience to understand the content better?

### **Script:**

After the treatment has been written and approved, the next thing to do is to write the script. It is perhaps the most important pre-production document and forms the basis of the entire production. The manner in which a script is developed varies with the type of programme and the way individual directors work.

In most of the productions, the script is prepared in advance. The director studies and develops this draft to form a shooting script. The production is staged, performed and shot as indicated in the script. Dialogue and action follow the scripted version.

But in some programmes such as documentaries and travelogues, the script may be written after visuals have been shot because the final materials largely depend on the opportunities of the moment. The script is written to blend this material in a coherent story line by adding commentary/dialogue. Subsequent editing and postproduction work is based on this scripted version. On certain occasions, the script may be written after visuals have been edited. Here, the editor assembles the rushes, creating continuity and a basis for a story line. The script is then developed to suit the edited programme.

### **Scene script/screen play**

The first completed draft of a script is called a scene script. It is the basic script which outlines the story in a chronological order. It contains a detailed description of each scene and the action occurring during that scene. But it may not specify the shots. Each scene should indicate whether it is set during the day or night and interior or exterior. The script should also contain the characters, objects, character movements, dialogue and narration.

## Shooting script

The shooting script is a more detailed version of the scene script. We redesign the original script to the actual shoot plan. In shooting script, each shot is specifically described and numbered in order. The shot sizes, transitions, camera angles are indicated, but the writer leaves something aside for the director's creativity. The script writer details everything including the characters, their behaviour, actions, relationships, properties used and so on.

A script is usually written in two ways: the single column format and the dual column format. The single column format indicates various aspects of the scripts by varying the widths of the margins and capitalising some parts of the copy. The dual column format has separate audio and video instructions. The column on the left describes the visuals while the column on the right describes the dialogue, narration, on/off screen sound or music.



### A model TV news script in split - page format

1. Anchor o/c	<i>Young Indian film maker Chaitanya Tamhane's award winning film COURT will soon have an American release. The multi-lingual film which won many awards has been acquired by New York based Zeitgeist films for distribution in the US. A report from our arts desk. (Cut to)</i>
2. Clippings from COURT with sound. Hold for 5 seconds and play under; super impose voice over	<i>V/o COURT, an engaging film by Tamhane exposes the flaws of the Indian judicial system. It pictures the trial of an ageing folk singer accused of performing an inflammatory song that may have incited a sewage worker to commit suicide in a manhole. Last year, the film travelled to 19 national and international film festivals and picked up 16 awards. The most coveted among these are the Horizons Award for best film and Lion of the Future Award at the Venice International Film Festival. (Cut to) SOT</i>
3. Byte with graphics Nancy Gerstman, Co - President, Zeitgeist Films	<i>"Anyone who is interested in the constantly changing face of India with its fascinating contradictions will appreciate COURT." (Cut to anchor for new item)</i>

## Storyboard

Storyboard is a sequence of pictures created before the actual shoot to describe each scene. The director shares his/her vision and decisions to the team members like camera person, art director, lighting director through storyboards. Storyboards are usually drawings in rectangles on thick paper indicating the details of a shot. They could also be computer generated.



Fig 4.1

### *Let us do*

*Collect and exhibit copies of storyboards prepared by famous documentary film makers.*

## Casting

Casting is concerned with selecting and contracting suitable performers, actors and others for the programme. Performers speak directly to the camera or talk to another performer in the studio, such as announcers, narrators and anchor persons.

### Crew selection:

Selection of the technical personnel such as camerapersons, lighting professional, sound recording staff, music composers and singers is also an important task in the pre-production stage. The appropriate production and engineering crew must be hired. This may or may not involve contracts.

## Production meeting

Production meetings are an essential part of the planning process. These meetings should include representatives from each of the production areas as well as engineering section. Individuals have to follow the decisions finalised in the meeting. This meeting forms the basis for efficient teamwork during the production.

## Budgeting

It is essential to create an accurate cost estimation of the project. Each of the expenditure needs is to be monitored in order to remain within the budget. Decisions are made based on the budget.

### **Scheduling:**

It is imperative to sit down and prepare a schedule that includes setting a deadline for the completion of the script, selection of locations, talents, crew, equipment, rehearsals, graphics and props. Any failure to execute the work according to the schedule will adversely affect the other areas of production.

### **Location hunting:**

A location is a place where shooting takes place. A location may be a studio, a vehicle, down in a mine, in someone's office or a house. Location sites can be interiors, covered exteriors or open-air sites. Permits or contracts are to be obtained.

### **Rehearsal:**

Depending on the type of production, one or many rehearsals may take place. These rehearsals give the director, crew and talent a chance to see how everything flows: whether the equipment works the way it was planned and whether changes need to be made.

Pre-production is basically an elaborate planning stage. The more we plan and prepare, the production stage will become smoother. Besides, the production can be completed on time within a given budget. Hence every aspect of pre-production should be looked into and then we can confidently get into the production stage.

### **Production**

Actual production process begins with the shooting. It may be in the studio or in another interior/exterior location. Before shooting starts, lighting technicians adjust light for better visual quality. Shooting is done using a single camera or multi-cameras. There are three main categories of equipment used in production: cameras, microphones and lights.

### **Video camera**

The video camera is key equipment in video production. It is the quality of the camera that determines the picture quality, thereby the programme quality to a great extent. A wide range of video cameras are available today from modestly priced to very

sophisticated cameras. Although cameras at the lower end of the range can provide satisfactory image quality, the more advanced cameras produce excellent pictures even in difficult circumstances.

A camera can have (or be fitted with) three types of lens. The wide angle lens can show a large field of view. For shooting large number of people, we need a wide angle lens. The wide angle lens tracks a movement better. The telephoto lens magnifies the area that we want to see. This lens makes the movement much slower and reduces distances on screen. Vehicles on a busy street appear to be much closer and moving slowly when shot with a telephoto lens. We use normal lens on most occasions as it helps to capture images as they appear.

## The visual language

Building a visual language is a creative task. It demands creativity, technical know-how and an analytical mind. In a visual production, the major chunk of the concept is conveyed through visuals and visual effects supported by sound bites. Here shots stand for letters in a written script, scenes for sentences and sequences for entire paragraphs. Transitions act as prepositions and the mood is created by various effects.

## Camera shot

Shot is the basic building unit of a video production. It conveys necessary pieces of information such as different aspects of a setting, character and theme. It also helps to create an atmosphere.

Shots are of various types based on the distance from the object and the angle through which the camera captures the visual. In determining the shot, the concept of distance or nearness is important. On the basis of distance between camera and object, there can be three basic shots: long, medium and close-up. However, there are many points in between and outside of these three fundamental shots such as medium close-up and extreme long shots. Generally, these alternative positions are treated as variations of the basic shots.

## Long shot

Any shot that includes full human body or more is called a long

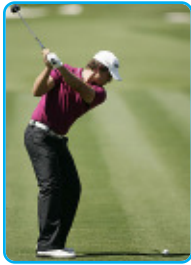


Fig 4.2

shot (LS). The camera views a subject or a scene from a distance showing a broader perspective. So the viewer gets a more specific idea of setting. In the LS, an object or character appears relatively small in the frame such as a person standing in a crowd or a horse in a vast landscape. The long shot is also called wide-angle shot.

A shot that includes just the person from head to toe is alternately called a full body shot or a full shot. Variations of the LS are the medium long-shot, extreme long-shot and aerial/bird's eye view shot. A shot in which the subject is exceptionally far away from the camera is called an extreme long shot (ELS). It can be used at the beginning of a scene to establish general location (called as establishing shot). If it is taken from a high point, like the top of the building, a hill top of a mountain peak is called aerial or bird's eye view shot.



Fig 4.3

### Medium shot

A camera perspective between long shot and close-up is called medium or mid-shot (MS). It usually consists of a human figure from the waist (or knees) to the head. Viewers can see the characters' faces more clearly, their interaction with other characters and their body language. A medium shot should show a portion of the background, but the image size should be large enough to keep the focus of attention on the action taking place. Medium shots are great for showing two people standing and talking or for showing a person doing a table top demonstration. In each of these situations, the medium shot would provide a location and at the same time be close enough to reveal the details of the action. Medium shot is called by different names such as intermediate shot, medium close-up, waist shot, and bust shot.



Fig 4.4

### Close-up

A close-up is a tightly framed camera shot in which the subject is viewed at close range, appearing large and dominant on screen. This enables viewers to understand the artist's emotions and also allows them to feel empathy for the character. A properly selected and effectively edited close-up can add dramatic impact and visual clarity to the event.

Camera zooming very close to a character's face or body parts such as eyes, lips and ear is called extreme close up (ECU/XCU). This technique is quite common in horror films creating an intense mood and provides interaction between the audience and the viewer.

## Camera movements

Video cameras are meant to move. Continuous images from a steady camera can be boring. Tricky movements of the camera produce various types of shots which can be used for effective visual communication. These movements can be categorised into camera head movements, whole camera movements and camera lens movements.

**Panning and tilting** are the two basic camera head movements.

When a camera head is moved from side to side on a horizontal plane (from left to right and right to left) it is known as **panning**. Here the lens scans the scene to provide the viewer with elements of a scene that cannot be included in a wide-angle shot. It can follow a moving object.

The movement of the camera head up or down in a vertical plane is known as **tilting**. Tilting the camera up can show height. For example tilting up the camera on Qutab Minar generates a sense of its immense height. On the other hand, tilting it down can show the depth. It can also show relationships and create emotional responses. Tilting upward can cause feelings of rising interest, expectation, hope or anticipation. Tilting downward can lower interest and create feelings of disappointment or sadness.

Tracking, dollying and jib arming are some of the examples of whole camera movements.

A camera travelling along with a moving subject is called **tracking**. It can move parallel with a scene. A camera moving along with a person walking on a road is an example of tracking. The person would seem stationary in the picture but the background would appear to be moving.



Fig 4.5

Moving a camera towards or away from the subject is **dolly**ing. The direction of the dolly draws different types of attention from the viewer. When the dolly moves towards the subject, the viewer's interest is increased. When the camera is dollyed away interest in the subject is lowered and tensions are relaxed.

**Jib** is a boom device with a camera on one end and a counter weight and camera controls on the other. It operates like a see-saw. A jib permits a camera to be moved vertically, horizontally, or a combination of the two. A jib is useful for getting high shots, or shots which need to move a great distance horizontally or vertically. A jib can even be mounted on a dolly for shots in which the camera moves over obstacles such as furniture, when a normal dolly shot cannot be used.

### Camera lens movements

**Zoom in** and **zoom out** are techniques which are used for creating stunning visual effects. Zooming is basically a camera lens movement. The images can be closer or further away from the subject without moving the camera. With the push of a button, the lens can be zoomed in and it becomes a telephoto lens. When zoomed out it can become a wide-angle lens. The ability to zoom a lens in and out gives a tremendous amount of creativity to the videographer. The speed of a zoom shot has a definite bearing on the viewer. Fast zoom brings emphasis and excitement.

### Camera angles

Camera shots are used to demonstrate different aspects of setting, themes and characters. Camera angles are used to position the viewers so that they can understand the relationship between the characters. These are very important for shaping the meaning in visual texts. The important camera angle shots are listed below:



Fig 4.6

A **high angle** is a camera angle that looks down upon a subject. A character shot with a high angle will look vulnerable or small. This angle is often used to demonstrate to the audience a perspective of a particular character.

An **eye-level angle** puts the audience on an equal footing with the character/s. This is the most commonly used angle in most films as it allows the viewers to feel comfortable with the characters.



Fig 4.7

A **low angle** is a camera angle that looks up at a character so as to make him/her look more powerful. This can make the audience feel vulnerable and small by looking up at the character.

A **bird's eye angle** is an angle that looks directly down upon a scene. This angle is often used as an establishing angle along with an extreme long shot to establish a location.



Fig 4.8

In **dutch angle** the camera is tilted laterally on a tripod so it is no longer parallel with the horizon. A Dutch angle shot is also called oblique shot. It takes the straight line of the world and presents as diagonals. It is generally used to give an overwhelming sense of the world being unbalanced.

### Check Your Progress

- ✍ What is ELS?
- ✍ What are the three basic camera shots?
- ✍ Identify two camera lens movements.
- ✍ What is a bird's eye angle?
- ✍ What is a high angle shot?
- ✍ What meaning does a low angle shot convey?

## Lighting

A camera needs a certain amount of light reflected from the scene to produce a good image. This is usually referred to as base lighting. Lighting should convey the time, mood, and atmosphere of the shot. The lighting must provide a consistent feel from each camera angle. Inadequate lighting spoils a well-designed setting and make-up.

Good lighting creates a three-dimensional illusion on a flat image. It provides an impression of solidity and depth in subjects and surroundings apart from arousing audience's interest. Lighting directs attention towards important features because the viewer's eyes are generally attracted to the brightest area of the screen.

Natural light is the best lighting method. However, we have to use artificial lights to provide the camera with adequate illumination for technically acceptable pictures and to establish the mood of the event.

### Three-point lighting

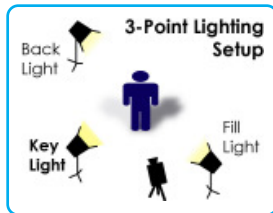


Fig 4.9

Three-point lighting, also known as triangle or photographic lighting, is the most common and useful lighting approach. Here both directional and diffused lighting are used to obtain the best results. The three principal lights used in this technique are: key, fill and back lights.

#### Key light

The main light or key light is positioned in a cross frontal position that is slightly above and to one side of the camera at a 45 degree angle to the camera subject axis. Key light is the main light on a subject which reveals the shape and surface features of the subject. Key light produces distinct and harsh shadows. Natural light from the sun can also act as key light.

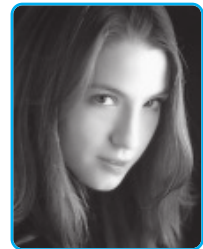


Fig 4.10

#### Fill light



Fig 4.11

The side of the subject away from the light is known as fill side. The light that illuminates this area is known as fill light. It is placed on the opposite side of the camera from the key light. It is an auxiliary light that reduces the harshness and contrast provided by the key light but it should not eliminate the shadows. Reflected light from the sun often produces a soft fill light. The fill light is usually one-half or three quarters the intensity of the key light and back light.

#### Back light

The main source of light behind the subject directed towards the camera is called back light. We use back light to separate the subject from the background and to enhance the feeling of depth. The back light emphasises the shape of the subject.



Fig 4.12

Additional lights like side lights, kickers, base lights, bounce lights and rim lights are used to illuminate either the backgrounds or other areas on special situations.

### *Check Your Progress*

- ✍ What are the merits of lighting?
- ✍ What is the importance of key light?
- ✍ What is the importance of fill light?

## **Post production**

We started off with the pre-production stage where we did primarily the planning and preparations for making a television programme. After having completed all the necessary steps, we enter the actual production of the programme from a location with artists and crew. The process does not end here. A time consuming and laborious exercise called the post production stage should commence for completing the shooting of a television programme. We shall briefly explain the important tasks during the final stages of production.

## **Nonlinear editing**

Today almost all video and television programmes are edited on a nonlinear system. Here the recorded video is digitized and copied on to a computer. Then the footage can be arranged or rearranged, special effects can be added and the audio and graphics can be inserted using the editing software. Nonlinear edit systems allow all kinds of effects such as ripple, slow/fast motion and colour correction with the press of a button. Audio effects can also be used to 'sweeten' the sound. Music or voice-overs may be added at different points in the programme. Once the editing is complete, the programme can be transferred to storage devices such as CD, DVD, iPod and pen drive without any loss of quality.

Editing is a laborious process that involves the selection of shots. The director/producer has to decide the order and duration of each shot, the cutting point (when one shot is to end and the next to begin) and the type of transition between shots.

## **Logging**

Logging is the systematic listing of the recorded material. It saves

time during the actual editing process. A log sheet includes time code (the address where the footage is located), scene/take numbers and the length of each shot. The notes may also include a description of the shot. Logging can be simple notes on a piece of paper or can be based on computer logging software.

## Dubbing

Dubbing, also known Automated Dialogue Replacement (ADR), is an important activity in the post-production stage. Dubbing is the process of re-recording to correct mistakes on the sound track. It is done at the studio by employing dubbing artists. Listening to the sound, they repeat the dialogues for recording in a manner appropriate to the scene. It is ensured that the dub synchronises with the original dialogue track. Non-sync dialogues have a disconcerting effect on the audience.

## Sound in television production

Sound plays an important role in establishing the environment in a production. It provides a right perspective, continuity and energy to the programme. Sound conveys information and stimulates the audience's imagination while the image itself can be a visual accompaniment.

Certain sounds create moods. It helps in establishing space, defines the environment and setting, intensifies action and adds meaning. Sound/sound effects are used as transition techniques or continuity methods between scenes. It stimulates reality. Different types of sounds used in a programme are listed below:

**Wild sound/non sync sound:** Non sync sound in audio and video are recorded on different media using different recording instruments at different times and then brought together.

**Direct sound/sync sound:** It is audio recorded at the time of shooting. Here the audio is recorded on the same medium as video or on a different medium but during the time of the shot itself. Recording sync sound needs great skill and sophisticated equipment.

**Speech or spoken sound :** Spoken sound in video production can be an on-screen or off-screen voice. The stress, pitch, loudness and inflection of the voice immensely contributes to the effect of the programme.

**Music:** Music in video programmes often remains in the memory long after the programme is seen. Like melodies, music is intended to induce a certain mood and excitement in our mind.

**Sound effects:** Sound effects add depth and realism to a video production. They significantly enhance the audience's experience. Anything other than music or the spoken word is sound effect. The creak of a chair and chirping of birds are examples of sound effects.

### *Let us do*

*Prepare a flow chart of various activities done under three stages of production*

### Check Your Progress

- ✍ What is a sync sound?
- ✍ What is wild sound?
- ✍ Name two sound effects.
- ✍ What is called logging?

## Writing for television newscast

As television news is to be seen and heard simultaneously the news editor writes his story to supplement the visuals and sounds in the footage. The narration of news must be brief, simple and clear to the viewers. They will not follow long and complex sentences while watching the visuals. TV news is visual narration of a story to make the news intelligible to the common audience without wasting precious air-time. In fact the TV news writer runs along with the running visuals to make them meaningful to the audience.

The format for a TV news script is generally known as split page. The page is divided vertically so that about 60% of the page is in the right column and about 40% is in the left. The right side will have the copy to be read by the anchors (audio). The video descriptions, all technical instructions and identification of graphics appear in the left portion of the split page. Because of the limited space on the left side of the script, abbreviations are used for the various technical instructions. Here are some common ones-

- O/C, "on camera", tells that the anchor will be on camera
- V/O, "voice over", means the anchor is reading copy while the audience is seeing visuals such as silent video tape or graphics.
- SIL indicates "silent" video tape and is used in combination with the V/O symbol.
- SoT lets the director know that there is "sound on tape". It could be a sound bite with a newsmaker or a report from the field that was taped earlier.
- ENG (electronic news gathering) tells the director that the video is on a video cassette/DVD/pen drive.
- "Graphics" indicates that names, titles, and other information are superimposed over video to identify news makers, locations, and various other pictures appearing on TV screens.

### **Mechanics of news writing**

Following are some of the points to be kept in mind while writing news for a television bulletin:

- Type the copy on one side of a standard A4 size paper.
- Double space or triple space between the lines.
- Write the initials of the editor, the date and time of broadcast and the slug of the story in the upper left hand corner of the page.
- Do not put more than one story on one sheet of paper.
- Do not carry sentences from one page to another.
- Do not hyphenate words.
- Draw an arrow at the bottom of the page or write 'MORE' if a story has to be carried over from one page to another.
- Cross check the figures, facts and names in the story to ensure accuracy.
- Avoid the remarks which may lead to libel cases.
- Write phonetic symbols at the top of foreign words, names and place names.

### **Basic rules for broadcast news writing**

- If the individual in the news story is very famous, the title and last name is enough.
- Keep the statistics as simple as possible. Spell out the numbers like 1 and 11.

- Read out the larger figures.
- Use a combination of words and figures for numbers more than 999.
- Circle everything that is not to be read on the air. (Credit line, news writer's name, slug, "more", station identification, end-mark etc.)
- In major accident/disaster stories identify the place of occurrence in the first sentence of the story.
- Avoid passive sentences.
- Abbreviations are used if the names of organizations are better known by their initials than by their full names. To make it easier for anchors to read, place hyphens between the letters. (ex : B-C-C-1 or S-C-E-R-T)
- If you use names in your copy, make sure you double-check their spelling and pronunciation.
- Broadcast news must always present an image of immediacy. If a story is still developing or has just reached the station, a news writer should make it sound as new and exciting as possible because most of the audience will be hearing the story for the first time. Use present-tense verbs, particularly present-continuous and present perfect verbs, which suggest ongoing action.
- In writing broadcast copy, look for strong verbs that vividly describe the action:
- Like good verbs, adjectives and adverbs sometimes add colour to broadcast copy, but for the most part they should be avoided. Many adjectives add unnecessary details, and rather than enlivening the copy, they weigh it down.
- Proper attribution is one of the basic requirements of good news writing and reporting.

## TV news editing

Broadcast copy must be written clearly and simply. Thoughts must be expressed quickly with brief, crisp, declarative sentences. They must be aimed at ordinary people, which means the words must be understood immediately without a second thought. Broadcast news writers must write the way most people speak.

## Lead

The lead is the most important part of a news story because it sets the tone for all that follows. The lead must grab or hook the

audience's attention in as few words as possible. The hook can be an exciting or dramatic sentence, a clever phrase, an intriguing fact, or a provocative quote.

### Updating and reworking the lead

There will be days that may have many breaking stories but on other days sound very routine and dry. News writers need skills to make the news sound exciting and timely. Another skill is the ability to update leads; that is finding something new to say in stories already broadcast. Another is the ability to rework the original lead to include new developments.

### Constructing the rest of the story

Once you have the lead then you should construct the rest of the story by building on the lead. The audience has been prepared for what is to come. Now you must provide the details in a clear and logical manner.

### Lead-ins

Every sound bite, wrap around, and report from the scene included in a news script must be introduced by a line or phrase known as a lead-in.

### Teases

The short sentences used in a script to hold the audience's attention just before a commercial break is called teases. The idea of a tease is to give the audience some reason to keep viewing rather than swap the channel. This is best accomplished by giving just a hint of what is to come after the commercial. The cleverer the tease, the greater the chance for the audience to put up with commercials.

### Headlines

Headlines are another form of tease. Headlines come at the top of a newscast and should reflect the most interesting and exciting stories to be covered in the upcoming newscast.

### Sound bites

Sound bites are keys to telling a good TV news story. TV sound bites feature the faces of the newsmakers as well as their voices. Good TV news writers weave their copy between and around the sound bites, much in the way that radio writers create wraparounds. This combination, called a package, is the best way to tell a news story on television.

**Let us do**

*Follow a developing story covered by a particular TV news channel, prepare the news script*

**Check Your Progress**

- ✍ List the basic rules for broadcasting writing
- ✍ What is split page?
- ✍ What is a sound bite?
- ✍ Expand the term SoT.
- ✍ What is voice over?
- ✍ Explain the term tease.
- ✍ What is meant by lead-in?

**Practicals for External Assessment**

- ✍ Take photographs on various camera shots such as L.S., M.L.S., C.U., E.L.S., E.C.U., etc.
- ✍ Produce a 15 - minute TV documentary on any topic of interest with a fully fledged script and all other components needed for an effective production.
- ✍ Presentation of an on-the-spot TV report.
- ✍ Write brief notes with pictures on various camera angles, shots, movements and lighting techniques in the scrap book.

**Let us sum up**

Over the last few years, TV and video production have witnessed revolutionary changes. The production team no longer requires heavy and sophisticated equipment for production. Even a smart phone does the complete job of recording, editing and broadcasting. Most of the devices connected with production are now handy and easy to operate. Burning lights, heavy cameras, inconvenient editing systems are things of the past. Various kinds of software are now available over the internet for helping to storyboard an idea and to write a script. Discussions on creative elements are done over the new media. Major production

techniques have been introduced in recent years and the equipment have become cheaper and smaller. Still cameras and mobile phones are used to produce even feature films. The blogs have been instrumental in the emergence of citizen journalism.

The platform for distribution of television programme has become accessible and affordable today. Post production activities have become simplified with easily available digital technologies. Software installed in a personal computer can make even a beginner to edit video. Professional non-linear editing tools are more accommodative - from high end cameras to smart phones and DSLR cameras. So in the rapidly changing media scenario, today's innovations become obsolete tomorrow. What will emerge in the near future cannot be predicted now. We have to keep on updating. The dictum for all generation is to update or perish.

### Let us assess

1. Gulf war in 1992 was a turning point in the history of TV news. Elaborate.
2. Elucidate various camera head movements and whole camera movements.
3. Why camera angle is so important in shooting? Explain?
4. Write short notes on :
  - a. Establishing shot
  - b. Storyboard
  - c. Teases
5. Elucidate the importance of lighting in production.
6. What is three-point lighting? Discuss.
7. Write the script for a 5 minute TV news cast.
8. Editing shapes the visual programme. Do you agree with this statement? Give your reasons.
9. Discuss how non-linear editing is different from linear editing.
10. Examine the importance of dubbing in post-production stage.
11. How broadcast news writing is different from print news writing?
12. Briefly explain the split page format of TV news writing.
13. Discuss the basics of broadcast news writing.
14. Which of the following is the most suitable shot for portraying emotions of the character?
  - a. Close up
  - b. Long shot
  - c. Medium shot

## Extended activities

- Collect the images of early camera and recording equipment.
- Collect and file the scripts of famous documentary film makers.
- Collect and file the news scripts of any Malayalam/English channel and analyse them critically.
- Visit the studio and news room of a news-based channel and present a report on the activities going on there.
- Prepare a five-minute news script and produce the same.
- Produce a five-minute video documentary on a current social issue.

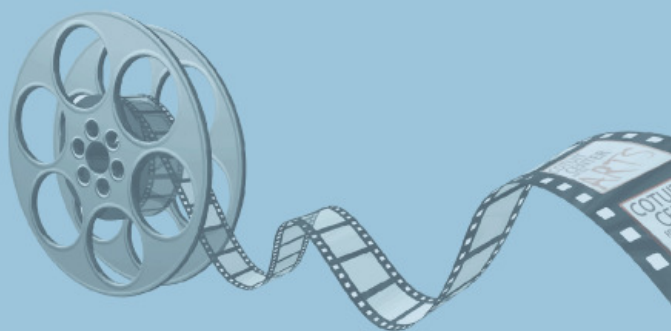
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## Glossary

Audio faders	Faders are instruments that are available on all cameras and recording instruments. They enable the sound recordist to increase or decrease the level of audio being recorded on the recording medium. It is important to set the fader at the optimum level to ensure the best quality of sound.
Audio mixer	The audio mixer is needed whenever there are a number of sound sources such as microphones, CD, VCR audio output, etc. to select, blend together, and control. The output of this unit is fed to the recorder /speaker/ headphone. Some mixers include a limiter to prevent audio overload.
Dissolve	The superimposition of a fade out over a fade in. Sometimes called a lap dissolve, an optical effect in which one scene gradually replaces another. A quick dissolve tends to imply that the action in the two scenes is happening at the same time. A slow dissolve suggests the passing of time or different location. If a dissolve is stopped halfway, the result is a superimposition.

Fade in	The screen is black in the beginning; gradually the image appears brightening to full strength. In other words fade in is a dissolve transition from black.
Fade out	The opposite of fade in. A shot gradually disappears into complete darkness. Fade out is a dissolve transition to black.
Fast or slow motion	Running the action at a faster or slower speed than normal.
Focus in/Focus out	A transition device in which the image gradually comes into focus or goes out of focus.
Freeze frame	Stopping movement in the picture and holding a still frame.
Iris in/Iris out	An old technique of transition that utilizes a diaphragm in front of the lens which is opened (Iris in) or closed (Iris out) to begin or end a scene. Iris can also be used to focus attention on a detail of the scene.
Jump cut	A cut that occurs within a scene rather than between scenes, to condense the shot. It can effectively eliminate dead periods such as that between the time a character enters a room and the time s/he reaches his/her destination on the other side of the room.
Mirror	Flipping the picture from left to right or providing a symmetrical split screen.
Mosaic	Reducing the picture to a pattern of small single-coloured squares of adjustable size.
Picture in picture	Inserting a miniature picture into the main shot.
Reflectors	The easiest and least-expensive way to improve a subject's lighting when shooting in sunlight is to use a reflector. This is simply a surface such as a board, screen, cloth or even a wall that reflects existing light onto the subject from another angle.
Reverse action	Running the action in reverse.
Strobe	Displaying the action as a series of still images flashed onto the screen at a variable rate.
The cut (or take)	An instantaneous switch from one shot to another. It is the most common, general purpose transition. This powerful dynamic transition is the easiest to make.
Wipe	An optical effect in which an image appears to wipe out the preceding image. While it is occasionally effective, it can be easily overused and quickly becomes the sign of an amateur.



# FILM APPRECIATION

## Key Concepts

- ☞ Origin and evolution of cinema
- ☞ Classification of films
- ☞ Origin of Indian cinema
- ☞ Origin of Malayalam cinema
- ☞ Pioneers and masters of Indian cinema
- ☞ Film society movement in India
- ☞ Film appreciation
- ☞ Film analysis
- ☞ Trends in cinema

## Significant Learning Outcomes

The learner will be able to:

- discover the origin and evolution of cinema
- identify the contributions of persons for the technological development of cinema
- compare the development of cinema in different countries
- categorize the different types of films and film movements
- discover the origin of cinema in India and the development of Malayalam cinema
- identify the contributions of Indian filmmakers
- analyse the language and grammar of cinema
- appreciate cinema as an art form

*Film is an entertaining art form in modern society everywhere in the world. Though movies are made to be watched in big screens in darkened theatres, they have now changed their locations to TV and computers and even to smart phones. In fact cinema continues to be the most popular mass mediated art form even after the tremendous growth of digital media.*

*At various parts of the world since 1960 cinema has been in a state of irreversible decline. The evidence for this can be decreasing audience share and the sad plight of old theatres - some demolished to make way for parking space, shopping malls, auditoria, showrooms and warehouses. Equally disturbing was the fact that cinema has lost its centrality over the years. It has changed its character, location, format, delivery or distribution pattern, exhibition and production. With advanced technology in the production and distribution of films the medium will continue to survive and develop further.*

*In the first year Journalism textbook, you have learned that the film is one of the persuasive media of mass communication. In this chapter, we will discuss briefly about the origin and growth of film. We will also go through the contributions of film personalities in India and abroad. The chapter gives you a gist of various film movements evolved around the world. It discusses semiotics and the basic grammar of cinema. By the end of this chapter you will be able to differentiate the passive as well as active watching of movies. But the key emphasis of this chapter is to enable the learners to perceive cinema as a work of art and to appreciate it in the right perspective.*

## The origin of cinema

The cinema has no precise originating moment. It owes its birth to no particular country and no particular person. In fact, one can trace the origins of cinema to such diverse sources such as sixteenth-century Italian experiments with the camera obscura, various nineteenth-century optical toys and a host of practices of visual representation such as dioramas and panoramas.

Primitive cinematic devices came into being and began to be exploited in the 1890s, almost simultaneously in the United States, France, Germany and Great Britain. It was the French and the Americans who were the vigorous exporters of the new invention. Within twenty years of the invention of cinematography, the cinema had spread to all parts of the globe.

## The illusion of film

A strip of film consists of a series of many distinct pictures, which depict the individual phases of a movement in small time intervals. When the human eye perceives these individual pictures in rapid succession - the optimal rate is twenty four pictures per second - they blend together into a moving picture. This quality of the human eye is called **persistence of vision**. The picture is the simplest and most generally understood medium for conveying experiences.

## Eadweard Muybridge

Eadweard Muybridge, an Anglo-American photographer introduced "series photography". In 1872 Muybridge was hired by Leland Stanford, a former California governor and wealthy business man, to prove that a race horse lifts all four hooves off the ground when it gallops. After several years of experiments Muybridge demonstrated *zoopraxiscope* in 1879. This special kind of "magic lantern" projected coloured, hand-drawn images that were based on these photographs and placed along the outer rim of a circular glass disk.

## Thomas Alva Edison

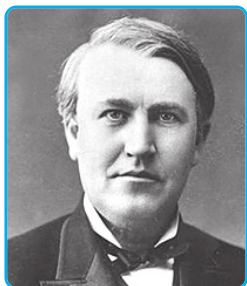


Fig 5.1

Thomas Alva Edison invented *kinetograph*, the first motion-picture camera. He believed that the future of moving pictures lay in individual exhibition. As a commercial outlet for his film productions, Edison's research laboratory developed the *kinetoscope*, a coin-operated looking box in which an individual viewer could watch a film strip projected onto a matted screen. It was a peep show device through which short films could be viewed by one person at a time. He produced film strips of up to thirty seconds in length which includes *The Execution of Mary, Queen of Scots* (1895), *John Rice - May Irwin Kiss* (1896) and *Washday Troubles* (1898). After the opening of the first 'Edison Parlor' in New York on April 14, 1894, peep parlors mushroomed throughout American cities as well as in London, Paris, Berlin and Mexico City.



Fig 5.2

## Lumiere Brothers

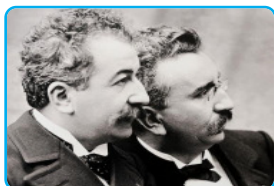


Fig 5.3

Auguste Lumiere and Louis Lumiere, the two inventor brothers were interested in Edison's kinetograph and kinetoscope. In 1895 Lumiere Brothers invented the *cinematographe*, a compact apparatus that served as a camera and a projector. They shot their first film, *Workers Leaving the Lumiere Factory*. The first public screening of their movie was at Grand Café in Paris on December 28, 1895. Their film *The Arrival of a Train at the Station in La Ciotat* terrified the audience, according to the earliest film reviews, because the train appeared to be travelling towards them.



## Cinematographe

Auguste Lumiere and Louis Lumiere registered a patent for a device they called the *cinematographe* on 13th February 1895. They had made two significant improvements on Edison's device. Firstly, it was a lot lighter than the kinetoscope. This allowed them to shoot far greater range of subjects and locations. Unlike the kinetoscope the Lumiere Brothers' invention made it possible to exhibit the film to a large audience.



Fig 5.4

## Georges Melies - The magician on the screen

Among the first visitors to the performances in the Grand Café was the actor Georges Melies. He had constructed his own camera by 1896. Using this he shot his first film *A Game of Cards* with illusory tricks. He was a much better film storyteller, because he exploited the very difference between time in nature and in the cinema. Melies was a magician. He employed some magical principles like 'disappearance' and 'conversion' in his films. One of Melies' films, *The Conjuror* (1899), is nothing but a series of vanishings and conversions. The most famous film of Melies is *A Trip to the Moon* (1902) which combines both humour and fantasy.

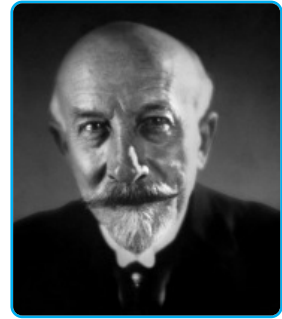


Fig 5.5

## Edwin S. Porter

This American filmmaker produced the best known films such as *The Great Train Robbery* and *The Life of an American Fireman*. Porter was one of the first directors to shoot at night in his *Pan-American Exposition by Night*. In *The Life of an American Fireman*, he adopted a documentary style of film making in which he used actual footage of fires, firemen and the fire engines that are already photographed by him. *The Great Train Robbery* benefited from a strong storyline, well composed, sophisticated camera work and an excellent climax and editing.



Fig 5.6

## David W. Griffith

The most important director of early American film production was David Wark Griffith. He is generally recognized as the inventor of film montage. He discovered that two places vastly separate in space or time could be brought together in the audience's mind. This editing technique is called cross-cut or parallel-cut. His film *The Birth of a Nation* (1915) depicts the history of the American Civil War. The prints of Griffith's film were smuggled to Russia during the communist revolution. V.I. Lenin described cinema as a mass agitator and advised the artists in the revolutionary movement to produce films to propagate communist ideology among the proletariat.

## Sergei M. Eisenstein

The Russian film maker Sergei M. Eisenstein entered into the film world with the Russian Revolution. He studied the parallel editing technique of D.W. Griffith and perfected a new editing method, the montage. He used a quick sequence of emotionally charged pictures, which in a shocking manner collide with one another in order to shake the viewer to new realizations. In the final sequence of his first film *Strike* (1924) he cut pictures of the murder of the strikers against bloody frames from a slaughter house. In *The Battleship Potemkin* (1925), Eisenstein developed his montage technique further.

### Check Your Progress

- ✍ What is persistence of vision?
- ✍ Who introduced the 'series photography'?
- ✍ Write a brief note on the Lumiere brothers.
- ✍ Who developed the 'cross cutting' technique in editing?

## International spread of cinema

By 1908, film was already a mass medium in Europe and America. It could attract millions and had become the people's primary leisure time entertainment. The film itself was established into an independent art form.

Hollywood in Los Angeles became a vital centre for film production. D.W. Griffith was one of the prominent directors in the Hollywood cinema industry in the early 20th century. Slowly comedians and comedy films began to rule the industry. They include Mack Sennett, Douglas Fairbanks, Mary Pickford and Charles Chaplin.

During the First World War, cinema was developed into an industry. A competitive spirit existed in film production among European countries and America. France produced several narrative films and Italy produced many historical films. Several cinema production houses emerged during this period such as Columbia, Metro Godwin Meyer, Paramount, Warner Brothers, Radio-Keith-Orpheum (R.K.O.) and Universal.

## Charlie Chaplin

Charles Spencer Chaplin is one of the prominent film personalities in the silent era. He merged humour with life. His films became popular due to their wit and charm. The main characteristics of Chaplin's films are the combination of comedy and social tragedy, combined with a clear political engagement and an increasing tendency towards pathos and sentimentality. He himself acted in several roles in these films. His films played as an important platform for social criticism. Some of his important films are *The Tramp* (1915), *The Kid* (1921), *The Gold Rush* (1925), *The Circus* (1928), *Modern Times* (1936) and *The Great Dictator* (1940).



Fig 5.7

## Cinema talks

For the first twenty years of film history, inventors worked to wed sight and sound. It might seem surprising that the cinema had to turn 30 years old before it learned to speak. The synchronization of the sound and pictures was a difficult task to be accomplished. In 1927 the first sound film *The Jazz Singer* was screened in America, which enthralled the public. The film was directed by Alan Crosland and produced by Warner Bros. It was the first film to use synchronized sound as a means of telling a story.

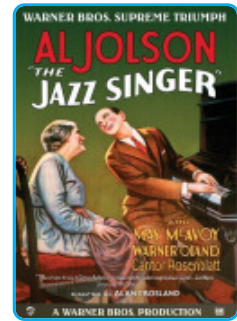


Fig 5.8

### Let us do

*Prepare the profile of Charlie Chaplin.*

### Check Your Progress

- ✍ Name the first sound film in the world.
- ✍ Write a short note on Charlie Chaplin films.

## Types of films

Films are classified into feature films, documentary films, short fiction films, ad films and educational films.

Feature films and short films are fictional in character with many characters. Documentary films present real people, places and events. The label 'cinema verite' or 'cinema of reality' sums up the objective of a documentary. John Grierson who coined the word

'documentary' finds it as 'the creative interpretation of reality'. The documentary had its beginning in 1922 when Robert Flaherty, an English man, made *Nanook of the North* on the life of an Eskimo family.

## Film movements

The major film movements are German expressionism, French new wave, Italian neo-realism and British new wave, American underground cinema, surrealism and Indian new wave.

### German expressionism



Fig 5.9

This movement in German cinema flourished during the 1930s. Expressionist films are characterized by slanted camera angles, distorted bodies and shapes and the use of light and shadows rather than realism. The word expressionism means 'squeezing out', thus making the true essence of things and people emerge into a visible form. Some argue that expressionism emerged as a safety valve for the people of post war Germany who suffered economic crisis, poverty and insecurity. *The Cabinet of Dr. Caligari* (1919) was one of the first expressionist films.

### French new wave

The term refers to films made by a new generation of French filmmakers who worked with low-budget and questioned conventional values of the society during 1950s. New wave filmmaking introduced a documentary style into fiction. Filming techniques included fragmented, discontinuous editing and long takes. The films of this wave are characterized by more establishing shots and fast editing achieved by jump cuts. Claude Chabrol (*The Handsome Serge*, 1958), Jean-Luc Godard (*Breathless* -1960), *Weekend* - 1967), Jacques Rivette (*Paris Belongs to Us*, 1961) and Éric Rohmer (*My Night at Maud's*, 1969) were the early proponents of French new wave cinema.

### Avant garde

'Avant-garde' is an experimental film movement characterized by the absence of linear narrative, the use of various abstracting

techniques such as out-of-focus visuals, painting or scratching on film, rapid editing and the use of asynchronous sound or even the absence of any sound track. The goal is often to place the viewer in a more active and more thoughtful relationship to the film. Most such films are made on very low budgets, self-financed or financed through small grants, with a minimal crew or often a crew of only one person, the filmmaker.

### Italian neo-realism

It is a movement in Italian cinema from the early 1940s to the early 1950s, centering on Vittorio De Sica (*Bicycle Thieves*, 1948), Roberto Rossellini (*Rome, Open City*, 1945) and Luchino Visconti (*The Leopard*, 1964) in reaction to the limitation of expression then in place. It is characterised by a striving for realism, using real locations rather than studios, dealing with social issues and having authentic, often overlapping dialogue. The focus is on simple everyday life. It was an influence of the aesthetics of the French and British new waves.



Fig 5.10

### British new wave

The 'angry young man school of theatre' was instrumental in the emergence of the British new wave films during the 1950s and 1960s. Typical subjects of these films were working class life, sexuality and the role of women in society. *Room at the Top* (Jack Clayton, 1959), *Look Back in Anger* (Tony Richardson, 1959), *Tiger Bay* (J. Lee Thompson, 1959) and *Saturday Night and Sunday Morning* (Karel Reisz, 1960) were important British new wave films.

### American underground cinema

The independent American cinema that existed in the United States since the 1940s has been called the American underground cinema. It is revolutionary in structure and intellectual in attitude. These films are a fertile testing ground for techniques and devices that are later absorbed, refined and extended by the mainstream filmmaking. Maya Deren, the American filmmaker, introduced this kind of films. In her films, *Meshes of the Afternoon* (1943) and *At Land* (1944), she used a variety of new experiments



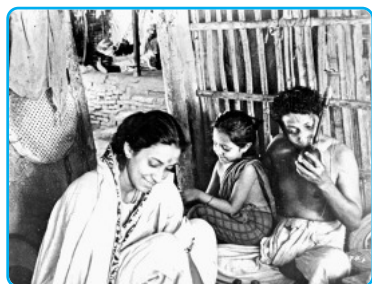
Fig 5.11

such as defying the continuity of space and time, erasing the line between dream and reality and turning the entire vision of the film into streaming consciousness of the filmmaker.

## Surrealism

It is a movement started in French cinema during the 1920s. It created surrealistic fantasies which impacted the films of that time and has small influence even today - particularly in horror films. This movement was influenced by Freud. Surrealistic films are concerned with depicting the state of the unconscious mind and with the liberating force of unconscious desires and fantasy that are normally repressed. *The Seashell and the Clergyman* directed by Germaine Dulac, *L'Étoile de mer* directed by Man Ray and *Un Chien Andalou* written by Salvador Dalí and Luis Buñuel, and directed by Buñuel are some of the famous surrealist films.

## Indian new wave



A still from *Pather Panchali* (A Satyajit Ray masterpiece)

Fig 5.12

The Indian new wave or parallel cinema or art cinema movement started in Bengal during the 1950s. The thrust of the films of this movement was on serious content, realism and naturalism. These films have a more socially aware and politically oriented content. The movement was later boosted by world class film personalities such as Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Buddhadeb Das Gupta and Gautham Ghosh in Bengal; Adoor Gopalakrishnan, G.Aravindan, Shaji N. Karun in Malayalam; and Mani Kaul, Kumar Shahani, Ketan Mehta, Govind Nihalani and Vijay Mehta in Hindi cinema.

## Origin of cinema in India

Cinema arrived in India within six months after its first public exhibition in Paris. On 7th July, 1896 the Lumiere Brothers showed six silent short films at the Watson Hotel in Bombay. In India, Hiralal Sen is credited with directing the first short film *Dancing Scenes from the Flower of Persia* in 1898. In 1912, N.G. Chitre and R.G. Torney made a 22- minute silent feature film *Pundalik*

which was released on 18th May. Half of this movie was made in Britain.

The first full length Indian feature film, *Raja Harishchandra* was produced and directed by Dada Saheb Phalke. This Marathi film told the story of a king who never lied. It was screened at Coronation Cinema in Mumbai on 3rd May 1913 marking the beginning of Indian cinema. Hence, Dada Saheb Phalke is regarded as the 'father of the Indian cinema'. The instant success of *Raja Harishchandra* encouraged Phalke to make more silent films on Indian mythology. During the next two decades Phalke made more than a hundred films of various durations. He travelled everywhere by bullock cart with a projector, screen and films and made a tremendous impact throughout the country with his film adaptations of Indian mythology.



Fig 5.13

This era also saw the debut films of D.G. Ganguly, Chandulal Shah and Himanshu Rai. D.G. Ganguly made comedies like *England Returned* (1921) and *Barrister's Wife*. Chandulal Shah made some social films like *Gun Sundri* and *Typist Girl* (1918). Himanshu Rai made *The Light of Asia* (1925), *Shiraz* (1926), *A Throw of Dice* (1929) and *Karma* (1934). The acting skills of Devika Rani in *Karma* (1934) immortalised her in the history of Indian cinema.

The first Indian sound film *Alam Ara*, directed by Ardeshir Irani was screened at Majestic cinema in Mumbai on 14 March 1931. The movie also set the trend for the Friday release in Indian film industry.

With the induction of sound in Indian films, there was unprecedented rise of music in Indian cinema. The musicals such as *Indra Sabha* and *Devi Devyani* mark the beginning of song and dance in Indian films.

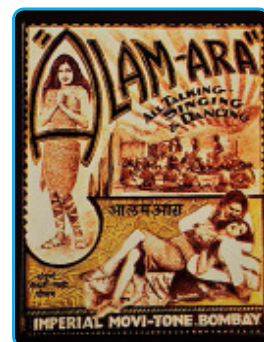


Fig 5.14

Studios emerged across major cities like Chennai, Kolkata and Mumbai as film making became an established craft by 1935. Led by Himanshu Rai, 'Bombay Talkies' came up in 1935 and V.Shantaram and others set up 'Prabhat Film Co.' in Bombay.

In 1937, *Kisan Kanya*, a Hindi feature film became the first indigenously made colour film. J.B.H. Wadia and his brother Homi produced the first railroad thriller *Toofan Mail* (1932) and the first film on Hindu-Muslim harmony *Jai Bharat* (1936).

By the 1940s, the winning formula at the box office was a balanced mix of songs, dance, drama and fantasy. In the meantime, the film industry had made rapid strides in the South, where Tamil, Telugu and Kannada films were taking South India by storm. After the Second World War, began the era of Indian masala films. It is a slang commonly used to indicate a commercial film which is a mixture of popular interests like stunts, romance, dance and music. South Indian cinema achieved prominence throughout India with the release of S.S. Vasan's *Chandralekha*.

**The Indian People's Theatre Association (IPTA)**, an art movement with a communist inclination, began to take shape through the 1940s and the 1950s. A number of realistic IPTA plays, such as Bijon Bhattacharya's *Nabanna in 1944* (based on the tragedy of the Bengal famine of 1943), prepared the ground for the establishment of realism in Indian cinema. The IPTA movement continued to emphasize on reality and went on to produce *Mother India* and *Pyaasa*, among India's most recognizable cinematic productions.

## The Golden Age of Indian Cinema

The period from the late 1940s to the 1960s is regarded as the 'Golden Age' of Indian cinema by many film historians. These include Guru Dutt's *Pyaasa* (1957) and *Kaagaz Ke Phool* (1959) and the Raj Kapoor's *Awaara* (1951) and *Shree 420* (1955). These films expressed social themes mainly dealing with the life of working class in urban India.

Some of the most famous epic films in Hindi were also produced during this period. They include Mehboob Khan's *Mother India* (1957) and K. Asif's *Mughal-e-Azam* (1960). The film *Mother India*, India's first submission for the Oscars, was nominated for the Best Foreign Language Film category. Film maker Bimal Roy popularized the theme of reincarnation in commercial cinema with his *Madhumati* (1958). This was his only collaboration with Ritwik Ghatak who wrote the screenplay.

The period also saw the emergence of a new parallel cinema movement, mainly led by Bengali cinema. Early examples of films in this movement include Chetan Anand's *Neecha Nagar* (1946), Ritwik Ghatak's *Nagarik* (1952), and Bimal Roy's *Do Bigha Zameen* ( *Two Acres of Land*, 1953).

It was Satyajit Ray, who earned a reputation for Indian cinema in the international film scenario. *Pather Panchali* (1954), the first part of the Apu Trilogy (1955-1959) by Satyajit Ray, marked his entry in Indian cinema. The film won a special prize at the 1956 Cannes Film Festival and his next film *Aparajito* (1956), won the Grand Prize at Venice Film Festival in the following year.

Satyajit Ray and Ritwik Ghatak went on to direct many more critically-acclaimed 'art films'. They were followed by other acclaimed Indian independent filmmakers such as Mrinal Sen, Adoor Gopalakrishnan, Mani Kaul and Buddhadeb Dasgupta. When Indira Gandhi became the union minister of the Information and Broadcasting she supported the off-beat film makers by giving them soft loans through the Film Finance Corporation.

Tamil cinema emerged into the national film scenario during 1980s and 1990s with strong political themes. K. Balachander's *Thanner Thanneer* (1981), John Abraham's *Agraharathile Kazhuthai* (1977), Komal Swaminathan's *Oru Indhiya Kanavu* (1983) and Mani Ratnam's *Roja* (1992) and *Bombay* (1995) are some of the films that won national acclaim. Muscial genius AR Rahman who first scored background music for *Roja* later won Oscar awards for *Slum Dog Millionnaire* in 2008.



Fig 5.15

In the late 1990s Hindi cinema witnessed another 'parallel cinema' movement with the commercial success of *Satya* (1998), a low-budget film based on the Mumbai underworld, directed by Ram Gopal Varma. The film's success led to the emergence of a distinct genre known as Mumbai noir, urban films reflecting social problems in the city of Mumbai.

At the turn of the 21<sup>st</sup> century many Indian films won international recognition and some of our talented film makers took up joint productions with international film companies. These collaborations helped our film industry to reach out to international audiences.

The film companies, 20<sup>th</sup> Century Fox, Sony Pictures and Warner Bros are now investing huge amounts for film production in India.

## Origin of Malayalam Cinema

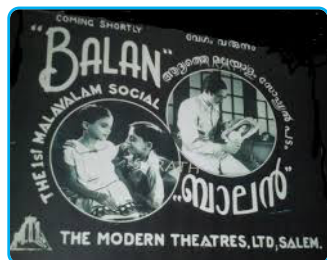


Fig 5.16

The first Malayalam film *Vigathakumaran* (The Lost Child-1928) was produced by a dentist J.C. Daniel from Agastheeswaram near Kanyakumari, now a district in Tamil Nadu. Daniel also acted in this silent movie. It took another 10 years for producing the second movie *Balan* (1938) by a Tamil director S. Nottani. It was the first sound film in Malayalam.

From the beginning, Malayalam cinema focused on social themes and drew heavily on literature. The films produced during the 1950s and the 1960s were influenced by famous literary works in Malayalam. Early films reflected the social realities and the progressive thinking of Malayalees. *Jeevithanouka* (K. Vembu, 1951), *Neelakkuyil* (P. Bhaskaran/ Ramu Kariat, 1954), *Newspaper Boy* (the first neo-realist cinema in Malayalam by P. Ramdas, 1955) and *Rarichan Enna Pouran* (P. Bhaskaran, 1956) are the remarkable films of the 1950s. Some of the notable filmmakers of this period were P. Subramaniam, P. Bhaskaran, Ramu Kariat, A. Vincent and K.S. Sethumadhavan. Ramu Kariat's *Chemmeen* (1965) was a marvelous success in the history of Malayalam cinema.

The trade union movements in agricultural and industrial sectors, the social movements against caste discrimination and the cultural renaissance in Kerala were the themes of many films, but the important focus was the romance of the main characters. In the early 1970s more responsible treatment of the social concerns and the lost dreams of the youths began to emerge. P.N. Menon's *Olavum Theeravum* (1970) heralded an era of parallel/art cinema in Malayalam. It liberated cinema from the air-conditioned studios. It was an eye-opener for the Malayali audiences who began to enjoy the aesthetic beauty of cinema.

During 1980s the 'art' and 'commercial' divide was most evident. While Adoor Gopalakrishnan and G. Aravindan won acclaim at the national and international film festivals, popular entertainment cinema earned good box office returns. The success formula of the popular wholesome entertainment films did not last long because the viewers did not appreciate imitations. A new genre of films, the middle cinema, began to emerge along with the parallel movies

and commercial cinema. P. Padmarajan was prominent among these film makers. Now it is the age of new generation cinema. One of the remarkable feature of Malayala cinema is that the audiences are more receptive to innovative ideas. Film makers have also realised that presence of megastars and big investments will not always succeed.



### Quick Reference on Malayalam Cinema

- *First Malayalam film : Vigathakumaran (1928)*
- *First Malayalam Talkie : Balan (1938)*
- *First Malayalam film actor to receive Bharat Award : P J Antony*
- *First Malayalam film which bagged the President's Gold medal : Chemmeen (1965)*

### Let us do

*Organize a Campus Film Festival with the participation of all the students in the school.*

- *Conduct group discussions on films as part of the film festival.*
- *Write a review of films screened in the festival.*

### Check Your Progress

- ✍ Write a brief note on the different types of films.
- ✍ Briefly describe the main characteristics of German Expressionism.
- ✍ Which is the first full-length feature film made in India?

## Pioneers and masters of Indian cinema

India is the largest film producing country in the world. It produces around thousand films every year. All conventional history of Indian cinema begins with the man considered as its pioneer- Dhundiraj Govind Phalke. He has laid the foundation for Indian cinema. The following are brief sketches of some of the Indian filmmakers, who have contributed a great deal to the growth and development of the film industry in the country.

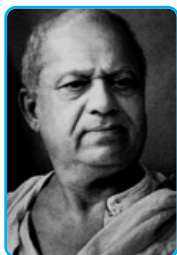


Fig 5.17

### Dada Saheb Phalke (1870 - 1944)

He is known as the father of Indian cinema. In 1913 he released India's first silent feature film *Raja Harishchandra*. The film was scripted, produced, directed and distributed by Phalke. He made 95 films and 26 short films in all. In recognition of Phalke's contribution to the Indian cinema, the Government of India instituted the Dada Saheb Phalke Award in 1969, an award presented annually by the President of India for lifetime contribution to Indian cinema.

### Satyajit Ray (1921 - 1992)



Fig 5.18

A master story teller, Satyajit Ray is one of the dominant figures of world cinema. *Pather Panchali* (1955) is his debut film which remains a landmark in his illustrious career. It is considered as one of the classics in neorealist cinema. During a span of thirty seven years in the industry, he made twenty nine feature films. He has won several awards and honours the world over which includes the Bharat Ratna (1992), Commander of the Legion of Honour (1987) instituted by the French government, Dada Saheb Phalke award (1985), Golden Lion Honorary Award (1982, Venice Film Festival) and the Academy of Motion Picture Arts and Sciences Award (1992). His famous Apu Trilogy includes three films - *Pather Panchali* (1955), *Aparajito* (1956) and *Apur Sansar* (1959).

### Mrinal Sen (1923)

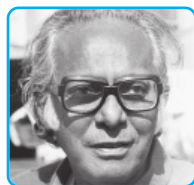


Fig 5.19

Born in Faridpur in the present Bangladesh in 1923, Mrinal Sen grew up through the climatic decades of the Indian Independence Movement. He is influenced by the Italian neorealist films and made movies with a socio-political vision. His famous films include *Kharij* (1983), *Akaler Sandhane* (1981) and *Ek Din Pratidin* (1979). Sen was a member of Parliament and won many national and international awards.

### Ritwik Ghatak (1925 - 1976)

Ritwik Ghatak was born in 1925 in Dhaka. More than any other major film makers Ghatak was profoundly affected by the partition of India that came with Independence in 1947. Nostalgia for the

once undivided Bengal and the traumas emanating out of dislocation and loss of home are basic themes of almost all his films. He started making films in the fifties. Ghatak's first feature film *Nagarik* was released in 1953. The film is characteristically sentimental and focuses on the life of an east Bengali refugee family living in squalid conditions in Kolkotta after partition. His prominent films include *Megha Dhaka Tara* (1960), *Jukti Takko Ar Gappo* (1974) and *Subarnarekha* (1962).



Fig 5.20

### J.C. Daniel (1900 - 1975)

Joseph Chellayyan Daniel is known as the father of Malayalam cinema. He worked as the director, producer, camera man and actor of the very first Malayalam cinema *Vigathakumaran* (*The Lost Child*). The film was exhibited in Thiruvananthapuram at the Capitol Theatre on 7th November 1928. He also established the first film studio in Kerala named *The Travancore National Pictures*. The Government of Kerala instituted the Kerala State Film Award for Lifetime Achievement in 1992 in his name to honour the achievements of Malayalam film artists. In 2013, the noted Malayalam film maker Kamal made a biographic movie on Daniel titled *Celluloid*.



Fig 5.21

### Adoor Gopalakrishnan (1941)

Adoor Gopalakrishnan, a graduate of the Film and Television Institute of India founded the Chithralekha Film Cooperative Society in Thiruvananthapuram as an agency for the more efficient production and distribution of non-commercial films. He has scripted eleven feature films and about thirty short and documentary films. His debut feature film *Swayamvaram* (1972) won the National Award for best film, best director, best cameraman and best actress. *Elipathayam* (1981), Adoor's master piece won him the British Film Institute award in 1982. His films have been shown in Cannes, Berlin, Toronto, London, Rotterdam and in many other national and international film festivals. Adoor was bestowed with several honours like Padma Vibhushan, Padma Sree, Dadasaheb Phalke Award and the French Government's "The Commander of the Order of Arts and Letters" award.

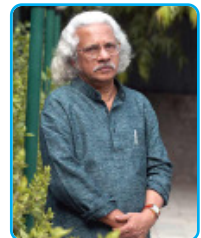


Fig 5.22

### Shyam Benegal (1934)

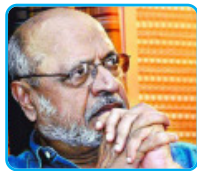


Fig 5.23

Shyam Benegal is one of India's best-known exponents of narrative realism. He was born in Hyderabad in 1934. During his college days he started a film society in Hyderabad. He was successful in making commercials, short films and documentaries. In 1974 his first feature film *Ankur* was released. The basic theme in his films deals with the plight of women, untouchability, social justice, politics, religion and human strengths and weaknesses. His other films includes *Nishant* (1975), *Charandas Chor* (1975), *Manthan* (1976), *Bhumika* (1977) and *Anugraham* (1977).

### G. Aravindan (1935 - 1991)



Fig 5.24

G. Aravindan is one of the true masters of Indian cinema. His area of interest span over painting, cartoons (he has created a cartoon serial *Cheriy Manushyanum Valiya Lokavum* for Mathrubhumi weekly) and music. Aravindan's first film *Uttarayanam* was made in 1974. The film is structured on two planes: on the primary level the film is about a young graduate and his endeavour to find work; on the secondary level, through flashbacks, the film offers an insight into the values and ideals that were the legacy of his father's generation. His other films include *Kanchana Sita* (1977), *Thampu* (1978), *Kummatty* (1979), *Esthappan* (1980), *Pokkuveyil* (1981), *Chidambaram* (1985), *Oridathu* (1986), *Marattam* (1988) and *Vastuhara* (1990).

### Girish Kasaravalli (1950)

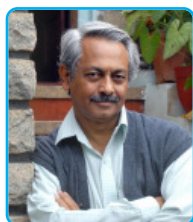


Fig 5.25

Girish Kasaravalli is a graduate of Pune Film Institute, from where he imbibed great inspiration from foreign neo-realist filmmakers. His first film *Ghatashraddha* (1977) won the Golden Lotus for the Best Film at the National Awards of 1978. It is a beautiful black and white film dealing with a familiar social problem set creatively in an unusual context. Other films include *Tabarana Kathe* (1987), *Bannada Vesha* (1988), *Mane* (1989), *Kraurya* (1995), *Thayi Saheba* (1997), *Dweepa* (2002), *Hasina* (2005), *Nayi Neralu* (2006) and *Gulabi Talkies* (2008).

## Aparna Sen (1945)

Aparna Sen is a renowned women filmmaker in Indian cinema. Before directing her first feature film, she has acted in about twenty-five films. She made her first film appearance in Satyajit Ray's *Teen Kanya* (1961). In 1981, Aparna Sen made her debut as a film director with *36 Chowringhee Lane* (1981) which won national and international awards. Her films are characterized by their undoubted visual appeal, social enlightenment and high standards of acting. Her other films include, *Mr and Mrs Iyer* (2002) and *15 Park Avenue* (2005).



Fig 5.26

## Mani Kaul (1944 - 2011)

The Indian filmmaker, film theorist and teacher who graduated from the FTII, was mentored by the renowned Bengali director Ritwik Ghatak and he assisted French filmmaker Robert Bresson in one of his films. Kaul's cinema embodies aesthetics of fragmentation in which shots of isolated hands and feet dominate. The acting in these films is not realistic, the faces of the actors blank and expressionless. His first feature film was *Uski Roti* (1970). His other films include *Ashad ka Ek Din* (1971), *Duvidha* (1973), *Ghashiram Kotwal* (1979), *Satah Se Uthata Admi* (1980) and *Dhrupad* (1982).



Fig 5.27

### Let us do

Conduct a festival of films produced by one of the great film makers in India.

### Check Your Progress

- ✍ Name any one Indian filmmaker and write a brief note on his films.
- ✍ Write a short note on *Raja Harishchandra*.

## **The film society movement in India**

In India, the first film society was formed in Bombay in 1937. The "Amateur Cine Society of India" was founded under the leadership of film critic Rudi Laden and documentary maker Dr.P.V. Pathy. Satyajit Ray pioneered the film society movement in Kolkata in 1947, with the Calcutta Film Society to liberate Indian cinema from the shackles of commercialisation. This triggered the formation of other societies in Delhi, Agra, Bombay, Madras, Patna and Roorkee.

The movement received further boost in the fifties. Pt. Jawaharlal Nehru decided to promote and nurture politically responsible and socially progressive cinema to change the feudal Indian society into a modern society. For this he created institutions like Film and Television Institute of India (FTII), National Film Archive of India (NFAI), National Film Development Corporation (NFDC) and Film Finance Corporation (FFC).

To make film society movement country-wide, the Federation of Film Societies of India (FFSI) was formed on Dec 13, 1959 with Satyajit Ray as the President and Indira Gandhi as the Vice President.

### **Film Society Movement in Kerala**

In Kerala the film society movement was started in the 1960s and it gathered momentum during the 1970s. This movement brought in a new consciousness about cinema as an art form among the film audiences. These societies stood for a different kind of cinema, which was called 'parallel' or 'new wave' cinema.

The most prominent among the film societies in Kerala is Chitralekha Film Society in Thiruvananthapuram, founded under the leadership of Adoor Gopalakrishnan and Kulathur Bhaskaran Nair in 1965. Several other film societies were formed in other parts of Kerala. At present there are more than a hundred film societies in Kerala, some of which have already completed more than 25 years of service. Kerala has the largest number of film societies in India. The 'Odessa' film society which collected money from film lovers to produce *Amma Ariyan*, directed by John Abraham is a unique society in the country.

## International Film Festival of India (IFFI)

The International Film Festival of India (IFFI) aims at providing a common platform for world cinema. IFFI is conducted by Directorate of Film Festivals under the Ministry of Information and Broadcasting. The first edition of IFFI was held in 1952 at Mumbai. From 2004 onwards the permanent venue of IFFI is Goa.



Fig 5.28

## International Film Festival of Kerala (IFFK)

The International Film Festival of Kerala (IFFK) over the years has grown into one of the best in India. It has a competition section for Asian, African and Latin American films. The permanent venue of IFFK is Thiruvananthapuram and the festival is conducted in every December by the Kerala State Chalachitra Academy.



Fig 5.29

### Check Your Progress

- ✍ Briefly describe the film society movement in India.
- ✍ Name the permanent venue of IFFK.
- ✍ Write short notes on IFFI and IFFK.
- ✍ Name the first film society in Kerala.

## The grammar of cinema

A sentence or paragraph written in any language could be read and understood by you if you know the alphabets of the language, the meaning of the words and the grammar. Though the visual don't have alphabets like a language there are many elements in the composition of visulas which make them intelligible to the viewers. In order to appreciate film as a distinctive art form, one has to understand the visual language. The language of film involves a meaningful understanding of different shots, camera movements and angles. There are arguments that film has no grammar as such. But some postulates are used to identify the structure of visual language. To put it simply a film can be dissected into the frame, the shot, the scene and the sequence.

- The **frame** is every individual image of a film. It is like a letter.
- The **shot** is the basic unit of a film. It is a single view by the camera of some person or action. Its duration varies from less than a second to many seconds. One shot takes meaning from the shots that precedes or follows it. It is similar to a sentence.
- The **scene** is a series of related shots taken in the same location during the same time period. The transitions between scenes are described as film punctuations. It is similar to a paragraph.
- The **sequence** is a series of scenes having a common bond. It tells a major part of a story. It is similar to a chapter.
- The **film** consists of a series of sequences that reveals a complete story. It can be compared to a novel.

## Film appreciation

The language of cinema is universal and it crosses the boundaries of language. 'Film appreciation' is a humble attempt to make you aware of the potential of cinema and enable you to understand the good or bad aspects of a film and to respond to them. In order to appreciate a film, the audience should have visual literacy which involves all the processes of knowing and responding to a visual image. The process involves all the thoughts behind constructing or manipulating an image.

## Moving from passive to active viewing

We are all able to recount the plot of a film, usually after watching it only once. It is more difficult to explain how the images and sounds make up such a narrative. A film communicates meaning through the characters' actions, framing, camera movements, editing, optical and sound effects, lens choice, sound, music, costumes, make-up and a number of other technical elements that often go unnoticed by viewers. Through careful attention to what is on the screen, you can identify the visual strategies employed by a film to elicit a certain effect.

## Film analysis

Consider the start of *American Beauty* (1999). A fade-in takes the viewer from a black screen disclosing nothing to a scene abundant in visual information. When the sequence opens, the viewer sees a young woman lying on a bed. Even as this figure stays silent, the spectator begins an interpretive work, making provisional assessments of the significance of her location, her body position and clothing. They might also register the harsh lighting scheme, linking this detail tentatively to the woman's lack of flattering make-up and glamorous clothing.

The actions of the character is also important. Our eye may be more inquisitive and mobile for registering not merely the figure on the bed but also the distinctive ways in which shots of her are composed. We may also question ourselves about the implications of the camera proximity and sound and background music in the scene. Carrying out this kind of interpretive work on a film's visual specifications is called *mise-en-scène* analysis.

*Mise-en-scène* refers to what is put before the camera or everything that happens within the frame, including the frame itself. The elements that comprise *mise-en-scène* are: setting, props, costume, lighting, acting, cinematography, editing, sound, characters and narrative. What effects are achieved through the kinds of focus, framing and lighting chosen? How do costumes contribute to our understanding of characters? Of setting? Of mood? How do body types and body language contribute to a film's *mise-en-scène*? Let's examine some of the *mise-en-scène* elements in a film.

### Setting

Setting creates both a scene of place and a mood and it may also reflect a character's emotional state of mind. The set design refers to the decorations of the set or how it is dressed, comprising mainly of the furniture, props, etc. The director has to design and arrange these elements according to the significance of themes, creating meanings and provoking thoughts. At the most basic level, locations serve to reinforce the story in narrative cinema. They also suggest geographical specifications, socio-economic status and to some extent the psychological conditions of the characters.



Fig 5.30

## Props

All the objects that appear on the screen are called properties or props. Like settings, certain props suggest the genre of films depending on context; exactly the same object may be valued differently and can suggest different meaning. A television set that figures in one film as a relatively unobtrusive piece of furniture becomes an index of a society in another film. Sometimes they may also suggest the socio-economic and occupational status (a reporter's notebook, a businessman's briefcase, etc.) of the characters.

## Costume

The purpose of costuming is to dress an actor/actress according to their character. The costumes can be seen as a structured set of signs with connotations. Particular items and combinations of clothing index nationality, class, gender, position, emotional and psychological status and so on.

## Lighting



Fig 5.31

Lighting evokes emotions in a film. It should absorb the spectator to the point where s/he responds to them as natural phenomena. Different types of lights are used to illuminate the scene such as key light, fill light, back light, side light, under light and top light. The light from a candle should be different from that of a bulb or that of the sun. The source of the light should be naturalistic.

## Acting

Acting has become one of the most important elements of modern cinema. An actor's performance can make or break a movie regardless of how engaging the story is or how well the editing was done. An actor must be aware of his or her character to portray their emotions and actions accurately. Their emotional input dictates how strongly the audiences feel about the film. Acting includes facial expression, gesture, positioning, movement and speech.

## Cinematography

Cinematography narrates a story/theme through real and created images. How effective are camera angles, placement and movement in conveying situations and attitudes? Do close-ups

predominate or long-shots? When, where and how does the camera move? Is it ideal to shot with steadycam or hand-held camera? What effects do the camera angles, distance and movement create? There are various factors which determine the cinematographic decisions such as distance, angles, movements, focus and so on.

### **Editing**

Does the editing give continuity to the story? Or doesn't call attention to itself with interesting matched cuts, romantic dissolves, cheezy wipes, dramatic fades or startling jump cuts? How is time compressed or lengthened? How does the editing within scenes, sequences and acts create tension and relief? How are shots taken from different camera angles, distances and positions intercut? How are different locations, characters or subplots connected through editing? How about sound editing? All these questions need to be answered while analyzing a film.

### **Sound**

The sound in a film has three main components - dialogue, sound effects and music. Does the sound call attention to itself? What is the relationship between sound and image? How would you characterize the sound mix? What does music contribute to the film experience? How does sound create or disrupt continuity?

### **Characters**

How are the characters developed through camera treatment, costumes, gestures and dialogue? Since the characters are "bundles of traits" they can be described in terms of those traits. The traits will be conveyed through how the characters look on screen, how they act, what they say and how they react to or interact with other characters and situations. What traits do the characters have? How are these traits conveyed through the characters?

### **Narrative**

How is the story told? Are there any flashbacks? Does the plot move forward in a consistent chronology or are there jumps forward or backward in time? What pattern of development is used as the narrative moves from beginning to middle to the end? Are the cause-and-effect sequences logical, absurd, magical, ironic or random? Are the characters and their actions credible? Is the plot structured to create suspense? Are there several subplots? Compare the first scene of the film with the last scene.

### Films for analysis

Two films are selected for detailed analysis in your classroom. One of the films is an internationally acclaimed Chinese film *Getting Home* (2007) directed by Zhang Yang and the other one is a Malayalam film *Veettilekkulla Vazhi* (2010) directed by Dr. Biju. The film viewing will be properly guided by the teacher. The learner should analyse the various mise-en-scene elements in these films.



### The Celluloid Man

*P K Nair is an Indian film archivist and film scholar, who was the founder director of the National Film Archive of India (NFAI) in 1964. He is regarded as the Henri Langlois of India because of his lifelong dedication towards the preservation of films in India. He was instrumental in acquiring for the archive several landmark*



Fig 5.32

*Indian films like Dadasaheb Phalke's Raja Harishchandra and Kaliya Mardan, Bombay Talkies' films such as Jeevan Naiya, Bandhan, Kangan, Achhut Kanya and Kismet, S.S. Vasan's Chandrlekha and Uday Shankar's Kalpana. He also recovered the prints of the Malayalam movie Marthandavarma. In 2012, Celluloid Man, an award-winning documentary was made on his life and works, by Shivendra Singh Dungarpur.*

### Check Your Progress

- ✍ What does the term 'mise-en-scene' mean?
- ✍ How does the camera movement affect the meaning of a scene?
- ✍ What do you mean by 'film appreciation'?
- ✍ Briefly describe the mise-en-scene elements of a film.

### Practicals for External Assessment

- ✍ Writing a review of any film or documentary shown by the examiner.
- ✍ Paste posters of 5 notable films (international, national and Malayalam films) and write notes on the scrap book about the importance of each film.

## Latest trends in Cinema

The development of cinema has seen the shift from silent to sound, black and white to colour and from 35mm to the recent formats such as High Definition (HD) that capture and project images in digital form. The integration of computers and new digital technology has spread into nearly every aspect of cinematic production. Access to films via the internet has increased the scope of promoting films and providing an additional medium for viewing the medium. The rise of internet, pocket-sized computers and mobile phones means that film can be viewed anywhere, on a bus or train or in the park by surrendering oneself from the pleasures of watching film in the big screen.

Even the term 'film' does not seem to fit within the borders of the frame since some 'films' are produced without any traces of celluloid. They are recorded digitally and are distributed and projected in the digital format.

The present day film audiences have high expectations for picture and sound quality in theatres as well as on the screens of their mobile devices, computers and televisions. The media technophiles have also demand for new technology that interlinks voice and data while providing content. This process of synergy is known as convergence.

The transition of digital sound saw the development of multiple audio formats such as SDDS (Sony Dynamic Digital Sound), DTS (Digital Theatre Systems) and Dolby Digital. DTS was an innovative technology that did not deliver the sound on the film print, but on a CD-ROM, linking it to the image by time code, an electronic synchronization system.

The 3D technique in cinema is a trick of perception. The filmgoers view a 3D film through glasses or polarized filters so the right eye sees one image and the left the other. The result was a three dimensional perception. The computer software are developed to create digital models and characters, render colours and surface textures and created simulated landscapes and environmental effects. This technology has also helped in giving sound effects, virtual lighting, camera motion effects and even set design and digital make-up.

Film screening too has changed with the technological innovations in IT. Multiplex theatres are a common scene today instead of traditional theatres. A multiplex is a movie theatre complex with

multiple screens, typically more than one screen within a single complex.

Can we consider cinema a digital medium? Well, the box containing film rolls is now a history. The satellite technology and digital format of cinema materialized the concept of global release. Today cinema houses downlink the cinema for each show. Qube and UFO give technical assistance for digital distribution which made wide release possible.

### Let us sum up

Film as a mass medium has provided information, education and entertainment. They leave lasting impressions or impacts of the messages in the mind of the audience. It combines visuals, movements, sounds, theatre and music. The language of film is universal. Its growth is gradual. From a simple beginning, it has matured into a powerful mass medium. The invention of cinematography is a significant development in the origin of cinema. Inspired by its huge success, many new talents worked for the technological perfection of the medium.

On its way to success many names of inventors and filmmakers such as Lumieres, Edison, Georges Melies, Edwin S.Porter, D.W. Griffith and S.M. Eisenstein have to be remembered. In this chapter we have dealt with the different types of films and film movements. The origin and evolution of cinema in India and Kerala is also dealt with briefly. The great masters of Indian cinema such as Dada Saheb Phalke, Satyajit Ray, Mrinal Sen, Ritwik Ghatak, J.C. Daniel, Adoor Gopalakrishnan, Shyam Benegal, G. Aravindan, Girish Kasaravalli, Aparna Sen and Mani Kaul have also been briefly profiled in this text.

The language of film is created by the meaning of moving images, sounds and lights. Semiotics of films is an area to be studied to analyse the language of films. The grammar of film is another section which deals with frame, shot, scene, sequence, music and audio-visual effects. Film appreciation is an attempt to make an awareness of the potential of cinema. It covers the mise-en-scene elements, such as cinematography, props, setting, editing, sound, characters, narrative, lighting, acting and costume. The main aim of this chapter is to enable students to appreciate films. We also discussed briefly the film society movements and the film festivals in India. The chapter also discusses the technological advancements in the production as well as distribution of cinema.

### Let us assess

1. Describe the contributions of Edwin S. Porter to World Cinema.
2. Write a review of any one film of Charles Chaplin.
3. Write a brief account of the film society movement in Kerala.
4. Who is the director of first sound film in India?
5. Which is the first feature film of Satyajit Ray?  
a. Aparajito   b. Apur Sansar   c. Pather Panchali
6. Name the first indigenously made colour film in India.
7. Briefly describe the major film movements.
8. Write a short note on mise-en-scene elements.

### Extended Activities

- Conduct a photo exhibition of early filmmakers.
- Organize a field visit to any shooting location and study the activities in a set.
- Collect film reviews.
- Make a chart of the chronological development of Malayalam films.

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## Glossary

Biopic	A biographical film normally about the life of a person.
Blockbuster	An impactful movie that fetches a huge box-office collections.
Box-office	The measure of the total amount of money paid by movie-goers to view a movie.
Cinema verite	A French word means “true cinema”. It is a method or style of documentary film making with long takes, no narration and little directorial or editing control, usually made without actors and with minimum film equipment.
Credits	The text appearing on screen composed of a list of the names and functions of technical personnel, cast and production team of a film.
Cue	A signal or sign for an actor to begin performing.
Film / Movie buff	A film enthusiast.
Megaplex / Multiplex	Both terms refer to movie theatres that screen more than one film at a time. A megaplex has 16 or more screens whereas a multiplex has 2 to 16 screening facilities.
Release	The first distribution and general public exhibition of a film to theatre audiences.
Remake	Later reproduction of a film with different credits, script and cast.
Score	The musical component of a movie’s soundtrack.
Screenplay	A script for a film production.
Synopsis	A short description of the main parts of a story.
Trailer	A short filmed advertisement for a film using highlights from the film with graphics and voice-over commentary to publicise the film.



# NEW MEDIA CONCEPTS AND APPLICATIONS

## Key Concepts

- ☞ The emergence of new media
- ☞ Evolution of the internet
- ☞ Characteristics of online journalism
- ☞ Reporting, writing, editing, and designing of online newspapers
- ☞ User generated content
- ☞ Future of new media

## Significant Learning Outcomes

The learner will be able to:

- perceive the emergence of new media
- observe the various types of contents of the new media and the new concepts being developed
- identify the concepts and principles of online journalism
- acquire the skills in writing, editing and designing an online newspaper
- identify the user generated content on the web
- acquire skills in the production of user generated content like blogs
- presume the future of new media

*The new media is making inroads into our life at an amazing speed. Within a very short period of time the new media has spread its wings all over the world and has taken new generation to wonderlands! We know that the radio, took 38 years to reach 50 million people. TV took 13 years to reach 50 million people. But the new generation medium, the internet, took only four years to reach 50 million people. In fact Facebook took only two years to reach 50 million people. According to Internet Corporation for Assigned Names and Numbers (ICANN), the world has over two billion internet users who access about 100 billion web pages every day. Around twenty-five percent of the seven billion people on this planet reach the internet directly by computer and even more through smart phones and other devices.*

*"Life in the 21<sup>st</sup> century is in your pocket, in the form of the smart phone; it is the ultimate device," said former Apple CEO, late Steve Jobs some years ago. All social media activities can be done by a smart phone. Many of us use the mobile applications to know about a host of things including weather and train timings. We have seen the evolution of a new lifestyle everywhere. The term digital lifestyle has emerged recently to describe these social, economic, political, cultural changes and other happenings in our society. All these changes are brought by new interactive, point-to-point digital communication technologies which are collectively called new or cyber media.*

*In this unit we shall discuss in detail the internet and online media such as news portals, e magazines, e books, internet radio and television. Focus is also given to user generated contents including blogs and social media networks, the favourites of the new generation. We conclude the chapter by discussing the scope and limitations of new media and the future of mobile journalism.*

## **The concept of new media**

When did the media become new? We cannot arrive at an exact answer to this question because the media we call new today would become old media tomorrow. The communication scholars also have different opinions on the concept new media. However, in the present context the term new media means the application of the digital, computerized or networked information technologies for communication between and among individuals all over the world. It refers to on-demand access to content anytime, anywhere on any digital device, as well as interactive user feedback and creative participation.

### **Evolution of internet**

From its humble beginning, the internet has emerged as a popular and self-sustaining facility accessible to millions of people worldwide. It is one of the most technologically advanced media of communication. It is owned by none and allows free flow of information to a great extent. Let us examine the evolution of internet.

#### **ARPANET**

The pioneering work of sharing information between and among computers was done by Pentagon's Advanced Research Project Agency Network (ARPANET). It was established in 1969 to transfer military information. It was the first network to implement TCP/IP. It was the progenitor of today's internet.

#### **USENET**

The creation of USENET in 1979 was another milestone. This network was created by postgraduate students of the University of North Carolina. Email and discussion groups had an important place in it.

#### **NSFNET**

Later, in the late 1980s, the National Science Foundation developed its own academic network by using various technologies including fibre optics and satellites. It soon became the backbone of all academic activities. Similar networks in other countries joined

NSFNET and gradually it was evolved into today's internet. In the beginning, academicians, students, doctors, scientists and farmers passed useful information.

## **Internet in India**

In the world ranking of internet users, India is positioned after China and USA. The metropolitan city, Mumbai has now the largest and the highest number of internet users. The Government of India has launched new projects on expanding network access all over our country to increase the number of net users. But, in the middle of this great development, it is very interesting to know the humble beginnings of the internet in India.

## **Milestones of the internet revolution in India**

In our country the development of the internet was indebted to the late Prime Minister Rajiv Gandhi and his adviser Sam Pitroda, a non-resident Indian technocrat and entrepreneur who formulated new information and communication technology policies in the 1980s. Let us have a bird's eye view of the important developments.

- 1986** : ERNET project started email exchange using UUCP protocol established between National Centre for Software Technology, Mumbai and IIT Mumbai.
- 1994** : ERNET established a hub in Bangalore to provide TCP/IP-level connectivity over satellite links to locations otherwise unreachable.
- 1995** : The Internet Gateway in India opened at Mumbai under VSNL. On August 15, Videsh Sanchar Nigam Ltd introduced public internet access in India via dialup services in 6 cities and on March 13 India World portal was launched.
- 1996** : Major newspapers such as The Times of India, The Hindu, The Indian Express and The Hindustan Times set up websites; Rediff.com India's news portal launched; India's first cyber cafe launched in Mumbai.
- 1998** : A large percent of Indian newspapers, magazines, publishing houses, political parties, commercial firms,

banks and government departments began operating their own websites.

**2010** : 3G spectrum, WiMax licenses auctioned; Telephone Regulatory Authority of India released National Broadband Plan.

**2015** : Government of India launched NOFN.

## NOFN

It is the largest rural connectivity project of its kind in the world. It seeks to link each of the 2.5 lakh village panchayats in the country through broadband optical fibre network. On its completion, NOFN is expected to facilitate broadband connectivity to over 600 million rural citizens of the country.

## World Wide Web (w.w.w.)

Many of us use the terms internet and web interchangeably. The World Wide Web is the multimedia part of the internet with graphical interface. It is a system of interlinked hyper text documents, images, videos and other multimedia which are viewed with the help of a web browser. The w.w.w is a massive collection of digital pages.

Web.2. refers to the new advanced form or level of world wide web. It can be described as the version of the web that is open to ordinary users and where they can add user generated content (UGC). It refers to the sites and spaces on the internet where users can put words, pictures, sounds and videos. It is now the central platform of the new media communication. Web.3 is an extension of web 2.

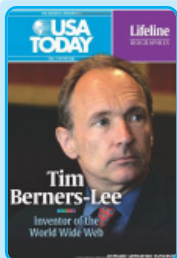


Fig 6.1

### Tim Berners Lee



*It is said that Tim Berners Lee single handedly invented World Wide Web. It was in 1989 while working at CERN, a Physics lab in Switzerland, he proposed a system to facilitate scientific research by letting scientists' computers tap into each other. The key was a relatively simple computer language known as HTML. Berners Lee also developed the addressing system that allows computers to find each other. Every web connected computer has a unique address, a universal resource locator or URL. Lee also developed a protocol that actually links computers the Hyper Text Transfer Protocol (HTTP).*

## How to get access to World Wide Web?

You need a computer and a device called modem for dial up or broadband internet connection. Inbuilt Wifi modems are available in today's desktops, laptops, notebooks, tablets and smart phones. Next, you need the service of an internet service provider. Net connectivity and usage is not free in our country. Although Bharat Sanchar Nigam Ltd (BSNL) is the government service provider, private players are also on the scene with attractive packages. Bangalore is the first city in India to go with free Wifi and the government of Karnataka plans free Wifi in the entire state. After getting net connection, you need certain software to explore the internet. These are called browsers and search engines often provided with other software bundle. Now, you become a netizen, a person who frequently surfs the internet or World Wide Web.

To get to a website, you have to type its address or Uniform Resource Locator (URL) in a web browser. Entering the URL sends a request to a domain name server (DNS) and you get access to website's server.

### Web browsers

Web browsers are the tools that people use to access over the internet to obtain information that is published as part of the World Wide Web. Microsoft Internet Explorer, Safari, Firefox and Google Chrome do three important things: it searches and finds information; retrieves information; and brings it back and renders the information for display on computer.

### Search engines

Search engine is a software system designed to search information on the web. It works like an index on the last pages of a book for immediate reference to a topic or key word. Search engines are essential tools to visit countless websites. If you type a key word in the search engine column, the search result page will display information, images and other graphics of that keyword referred to by thousands of web pages. Google and Yahoo are the most popular search engines.

#### *Let us do*

- *Prepare a list of search engines and browsers.*
- *Collect information about ISP and their packages*

### ***Check Your Progress***

- ✍ What is ARPANET?
- ✍ Who is known as the father of w.w.w?
- ✍ Explain the concept of Web 2 and Web 3.
- ✍ Distinguish between web browser and search engine. Give examples.

## **An introduction to online journalism**

Online journalism is the art of writing and presentation of news and views on the World Wide Web. It is used as a collective term for news portals, online editions of newspapers, digital newspapers, e- magazines, internet radio and web television and also user generated content in blogs, social media and so on.

According to Wikipedia, digital journalism or online journalism is a contemporary form of journalism where editorial content is distributed via the internet. News, features and current affairs is presented solely or in combination as text, audio, video and some interactive forms and disseminated through digital media platforms.

Online journalists write contents for online newspapers, radio, television, e-magazines, portals, blogs and social media. An online journalist is also called a content writer.

### **Characteristics of online journalism**

The important characteristics of online journalism are discussed below:

#### **Immediacy**

Online journalism is mostly real- time reporting. News websites update contents within minutes. Hence, breaking news is available to the audience as and when it occurs with a quick editing. A scrolling text of breaking news is visible on many websites.

#### **Hypertextuality**

When we move the cursor across web pages, the I- shaped icon of the cursor changes to a palm with index finger as it passes

certain words or blocks of words or the colour of that word changes with an underline. This indicates the existence of a link between two documents. If we click it, a new window or page opens which consists of texts, graphics and images.

### Interactivity

In a traditional newspaper or magazine you write a 'letter to the editor' to comment or react on a news or article. It takes time to publish your letter on the editorial page. You do not have any facility to contact the reporter or writer. A great advantage of online media is interactivity. It is the active participation of sender and receiver in constructing a message. Online media users can interact immediately with the writer or producer by email or 'comment column' provided under the story. After typing your views you have to enter 'name' and 'email' and then post the comment by clicking the post button.

### Multimediality

Multimediality is the simultaneous use of all sense organs-eye, ear, nose, skin and tongue. Multimedia refers to the existence of different media in a single system or convergence of the media. BBC Online is a good example of multimedia news web site where all multimedia elements are employed to present news stories. You can read the text of news stories, hear audio and watch video footage. You can also get further information on the subject by clicking the links.

### Archiving

Archiving is the capacity to store huge quantity of data for later viewing and research. For example, *The Hindu's* old stories are available in the archive for several months. They can be accessed by anyone.

**Let us do**

- *Read a major story in an online newspaper and find out its links. Write a report on your findings.*
- *Visit the website of your favourite newspaper. List the different interactive features you find.*
- *Visit the website of your favourite television channel. Find out the various multimedia elements and compare them with a newspaper.*
- *Visit [www.bbc.news.in](http://www.bbc.news.in) and study the multimedia elements. Prepare a slide presentation*

**Check Your Progress**

- ✍ Define online journalism.
- ✍ Write down the characteristics of online journalism.
- ✍ What is hypertextuality?
- ✍ What is interactivity in online journalism?
- ✍ Archive folder is found on the home page of many news papers. How do you use it?
- ✍ Identify the various multimedia elements of a website.

**Online newspapers**

Newspapers have their online editions since 1994. It is a fact that online newspaper readership is on the increase and print media readership is on the downside over the years. *The Hindu* was the first newspaper to introduce an online edition. *Deepika* gets the credit as the first Malayalam newspaper on the net. Presently, almost all the newspapers have their online editions. What is so special about online newspapers? Are they the mere replica of printed version? Or are they different in format and content? An ordinary person often confuses online with digital version of the printed editions of the newspapers. An online newspaper will not have a print edition. Online newspapers can be accessed with a URL. There are also some newspapers which are online with limited hard copy publishing. They are called hybrid newspapers.

## News reporting for online newspapers

The advent of new digital technologies has resulted in revolutionary changes in news gathering and reporting. The newly emerged news gathering techniques are collectively called Computer Assisted Reporting (CAR) involves two specific stages:

- **Online research :** It is research using the internet and other online services, through observation and interview.
- **Data base journalism :** An online journalist can look into thousands of stories, lurking within public database. Government data bases are important sources of information. The searcher can depend on government records as primary sources of news.

Online reporters search information with the help of search engines. They are very powerful tools in search of answers to framed questions: the Five W's and H. Many newspapers like tehelka.com have online reporters who do investigative reporting online and offline. The internet provides primary, secondary or tertiary sources for a journalist who wants unending stream of instant information in text, graphics and moving image format.

Interviewing a source is possible without actually having a conversation. Online interviews, surveys, webinars or web seminars and web polls are possible through news gathering techniques like email, net telephony, tele-conference or video conference. The questionnaire is prepared and sent to the interviewee. We have already learnt the potential of the social media as a post modern news source, last year in the chapter on reporting. Viral marketing is not only a marketing technique, but also a very powerful source of messages that can lead to scoops.

## Trends in online news reporting

Online reporters and photo journalists should be familiar with the new technology. The user generated content creation and uploading is the latest trend in cyber journalism. The user generated content is explained in the later part of this chapter. Here are few trends in online news reporting:

## Participatory journalism

Participatory journalism, as it is called is changing the very face of online journalism. Along with the five W's and H of the traditional reporting, a sixth W is added; We-the audience. Participatory journalism is the act of a citizen or group of citizens, playing an active role in the process of collecting, reporting, analysing and disseminating news and information. It is now not a mere reporting of facts, but an empowering process giving the voice of voiceless and marginalised.

## Crowd sourcing

It is a technique of collecting materials from the audience. This is a relatively new term, coined by Jeff Howe in a 2006 article for *Wired News*.<sup>2</sup> News organizations are increasingly receiving and using user generated content (UGC), that include, photos, videos and stories, from their readers. Contents submitted by readers are nowadays used in many sections of the media websites from news comments or posts to free blog services.

## Open source reporting

It is also called collaborative reporting. It is similar to citizen journalism and participatory journalism. According to Wikipedia, open source refers to projects that are open to the public and which draw on other projects that are freely available to the general public. Wikipedia/ Wikinews itself is such a project to which public write and edit.

## Annotative reporting

Today, professional web journalists are not the only ones providing information anymore. Nora Paul, who coined the term 'annotative journalism' explains that the interactive new media environment stimulates the readers or users to construct their own news. The role of the journalist is to guide readers by giving commentary and explanatory notes or annotations.

### *Let us do*

- Visit the following sites and conduct a classroom discussion on the findings.  
a) Wikileaks b) Tehelka.com
- Search for samples of open source journalism, participatory journalism and annotative reporting on the web. Conduct a group discussion on your findings.
- Open an e mail account for yourself.
- Prepare a questionnaire for interviewing a celebrity online.
- Identify a current issue and search the information online. Write an article based on your findings

### Check Your Progress

- ✍ What is a hybrid newspaper?
- ✍ Which newspaper started the first the internet edition in India?
- ✍ What are the different techniques of online news gathering?
- ✍ What is participatory journalism?
- ✍ Explain crowd sourcing
- ✍ What is open source reporting? Give an example.

## **Principles and practices of web writing and editing**

Writing and editing news stories online is a challenging task. Online editors or content editors constitute the new editorial team (online section) in most newspaper organisations. Hence, an online journalist who creates content for a story must think about words, ideas, story structure, design, interactive devices, audio, video, and photo and news judgement. In a nutshell, an online journalist uses text to tell, multimedia to show and interactive devices to involve a reader's participation.



## WED System

*Suppose you are going to write a story for an online newspaper on child labour. What will you do? You write the basic concept of the story and consult your editor. The editor gives more ideas and inputs to develop the story. You get a better insight into the story. Then, you begin to search information and you write the story. How will you present the story to the audience? It should be presented colourfully. You consult with the designers and they will do graphic design for your story. Finally your story is published on the website.*

*Now you know that the production cycle of a story passes through three stages: writing, editing and design (WED). All these stages together called WED, is a concept put forward by world famous newspaper designer Mario Garcia.*

## Writing styles

Online news writing is done by different methods.

### Floating inverted pyramid

You have studied inverted pyramid news structure and style. This classic approach is helpful in writing web stories. Web copywriters split their writing into smaller, coherent pieces to avoid over crowding on the page. Each page would be structured as an inverted pyramid, but the entire work would seem more like a set of pyramids floating in cyberspace.

It is good to sum up the whole story into few paragraphs. The most interesting and important information is presented in the intro. A lengthy newspaper story can be re-structured into three or four separate stories in the inverted pyramid style.

### Multi-layering

Online story construction is not linear. It does not strictly follow the linear narrative style of traditional newspaper stories, with the lead, body and conclusion. The approach is multi directional and multi-layered. The story is divided into chunks and each chunk is layered, creating hyperlinks to sources on the web. The top layer of the story can present the basics and lower layers more specific

viewpoints. It can be applied to even breaking news in which top layer providing traditional five Ws and H, the next layer historical context and further layers offering analysis and comments.

### Summary approach

Summary approach is also practised in content writing. Begin with a summary paragraph with key concepts and focus of the story; then it is re-constructed into small stories. A curious reader who wants to know the details would certainly look for more details by clicking 'more' or open new windows by clicking the key words in the main story.

### Conversational style

Conversational style works well on the web. Good writing uses primarily tight, simple, declarative sentences and sticks to one idea per sentence. It avoids the long clauses and passive writing of print. Every expressed idea flows logically into the next. Using these concepts in online content makes the writing easier to understand and holds the readers' attention.



### Headline writing for web pages

Online headline writers focus on regular readers who frequently visit sites. The language must be clear and simple for the global audience. Users prefer short straight forward headlines rather than cute or funny ones. Online readers want information. Their most common behaviour is hunt for information. Headlines must clearly tell users what the link gives and what the story is about. Readers do not want to waste their time. Web headlines must be key word specific. Every word in the headline must have a purpose.

#### *Let us do*

*Collect samples of online newspaper headlines and display on a scrapbook. Prepare short notes on each headline.*

#### **Check Your Progress**

-  Discuss the principles of web headline writing.
-  What are the different approaches of web content writing?

## **The elements of a webpage**

The important elements of a newspaper web page are the following:

### **Multimedia and graphics**

Newspaper web designers use minimum number of colours consistently; one colour for hyperlinks, one for headlines and one for body text. Most newspapers keep white as background, but researchers suggest that reading green text in black background is more comfortable to human eye. This principle is experimented by many sites in inside pages and e magazines.

Graphic interchange format is the way of distributing graphics on the web. JPEG and PNG are the most common formats of publishing a photograph on a webpage, because they are supported by all web browsers. Infographics are also important elements of webpages.

There are two main files of multimedia present on websites: streaming and non-streaming. Streaming is live and produced directly from the source. A visitor reads the text and listens or watches streaming audio or video files. On the other hand non-streaming is not 'live' but the user could download the audio or video file.

### **Typography**

Times New Roman, Verdana and Helvetica are usual fonts to display headlines, body text and hyperlinks. Selecting appropriate type size is also important. Using small size fonts is ideal.

### **Navigational devices**

These help the visitor to easily navigate through the site. Buttons depicting back, top, up and more signs are common in newspaper sites. They allow different modes of navigation.

## Styles of presentation on a web page

The various presentation styles of stories executed in newspaper web pages are the following:

### Print plus package

You may access your favourite newspaper on the web and compare it with the print version. You can find that the print edition did not carry many stories posted on the web edition because stories on the web are updated frequently.

### Clickable interactive device package

You know that infographics, such as maps, charts, pie diagrams, tables and other graphics are used to supplement stories in a newspaper. It is an essential ingredient in newspaper design. Online newspapers also use such devices to give background for the story. Readers click on these interactive devices.

### Slide shows

Here the story is presented through a number of slides each containing still images with caption or a number of stories is presented through a series of slides. In the latter, readers can click the interesting slide to know more. Narrated slide shows



നവ്വത കൾ ചിത്രങ്ങളിലൂടെ Click here.

combine audio and video.

Fig 6.2

### Audio

In this news package, audio streaming is incorporated with the text file which contains the speaker's photo. Readers click audio file to hear news.

### Live chats

Live chats are an interactive session, where the readers are asking the questions and getting answers. This can be a very powerful way to convey information because the readers help create and shape the story.

### Quizzes and surveys

These too can be used to tell stories by organising information as a set of questions and answers. This can be very effective because it engages the reader.

## Animated stories

Some stories which do not have photographs or video clippings can be made very interesting on the net through moving images created by the graphic artist. The infographics such as graphs and charts, line graphs, bar charts, pie diagrams, pictographs maps will make it more informative.

## Interactive webcasts

In interactive webcasts, links related to stories like chats and polls are presented through video streaming.

## Multimedia interactives

Many online journalism elements and stories combine multiple forms, creating new hybrid forms. The most complicated of these use Adobe Flash's animation technology to integrate text, clickable graphics, audio, photos and video and sometimes even polls or quizzes to create comprehensive interactive packages that tell stories in ways no other media can.

### *Let us do*

*Collect samples of presentation styles from websites and display them on the bulletin board.*

### Check Your Progress

- ✍ What is home page of a website?
- ✍ Expand HTML.
- ✍ Distinguish between streaming and non-streaming.
- ✍ Mention the multimedia packages of news presentation on web pages.

## Messaging

One of the mass uses of the internet is electronic mail (e mail) which has become a universal communication tool. The letter mail is called snail mail. Most of the news portals provide free e mail service.

## **Web broadcasting (internet radio and television)**

Radio services, streaming audios and other audio services on the internet are collectively called internet radio. Broadcasting on the internet is known as webcasting. When it is done on an ipad or smart phone it is called podcasting. The internet radio channel pool World Space Radio is now defunct. Web television is original television content produced for telecast via the w.w.w. All news channels have their websites to cater to online audience.

## **User generated content**

The user generated content has played a great role in the growth of the new media, particularly the internet. User generated content (UGC) is defined as any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasting, pins, digital images, video and audio files, and other forms of media that were created by users of digital media. Some of the user generated content is briefly explained below:

### **Blogs**

Blog, a tool for self expression is now a powerful media of online journalism. It sets a stage to participatory journalism. In the beginning, it worked out as personal journal or diary on the internet. Most of the beginners were online diarists who later metamorphosed into participatory journalists. A blog is a contraction of the term web log. A typical blog consists of textual messages, images and links to the other blogs. Each entry is called a post and all the posts are organized in reverse chronological order for readership. A blog is a frequently updated online journal, written in a conversational style, links to other news and information found on the web complemented with analysis from the blogger (or bloggers). It has a "comments" link that allows readers to post their own thoughts on what the blogger is writing about. Not all blogs allow comments, but most do.

**Personal blog** writing is very popular these days. It is an ongoing diary or regular commentary by an individual. People write about their life. However, very few blogs become popular. The blogs of

celebrities like film stars, sports personalities and spiritual leaders are visited by many.

Currently **micro blogging** is the trend. People do not want to write more about a subject. But they prefer to read microscopic details in brief texts. The message is submitted via e mail or MMS. Single entry in microblogging consists of single sentence or fragment or an image or short video. It is usually about what one is doing at a moment without unnecessary details. Twitter is the most popular microblogging site where people tweet frequently.

**Corporate blogs** are now corporate communication tools to reach out to the public. They are basically for business purposes. They promote marketing, brand loyalty and public relations.

### **How to create a blog?**

As a new generation student you have to make blogs. No software knowledge is needed to build a blog, but simple word processing skills. There are many free blog services such as blogger.com, wordpress.com., tumblr.com and twitter.com. Visit one of these sites and follow steps suggested there.

### **Social media**

Social networking is revolutionising the way we communicate and share information. Millions of people use popular social networking sites on a daily basis to express their thoughts and feelings through e-mail, instant messaging, chatting and blogging.

### **Facebook**

Facebook is perhaps the most popular among the social media networks. As per the statistics on 1<sup>st</sup> December, 2014 the estimated monthly visitors of Facebook is 90 crore. There are a number of things you can do with Facebook. You can list the events and create a group of netizens sharing some common interests. People post their photos and choose friends with whom they wish to keep in touch with. They exchange likes and dislikes. But one should be very careful about the postings and the likes. 'If you commit a mistake, that is being watched by millions', says Dr. Sreenath Sreenivasan, a well-known scholar and commentator of social media.



## Facebook creator Mark Elliot Zuckerberg

- January 2004** - Mark Zuckerberg starts work on the facebook.com
- February 4, 2004** - Site launched by Zuckerberg in his Harvard dormitory room with co-founders.
- June 2004** - Facebook expands to Stanford, Columbia and Yale.
- October 2005** - Zuckerberg changes the new web address to facebook.com.
- September 2006** - Membership opened to all.
- February 2009** - Like button introduced.
- August 2010** - Time Magazine awards Person of the Year 2010.
- October 2013** - Facebook reaches 1 billion users.
- February 2014** - Facebook's 10th birthday - and milestone of 1.23 billion users.
- February 2014** - Facebook bought the mobile phone message service WhatsApp.



Fig 6.3

## Twitter



Fig 6.4

Twitter is a micro blogging site that allows a user to send a text message of 140 characters. Tweet is an expression of a moment or idea. It can contain text, photos and videos. Millions of tweets are shared in real time, every day.

## You Tube



Fig 6.5

You Tube is a website that allows users to upload, view and share videos. It makes use of Adobe Flash Video Player and HTML5 to display a wide variety of user generated and corporate video. A visitor can watch or download movies, video clips, TV clips, music videos and other contents such as video blogging, short original videos, educational videos and 3D videos.

## Wikipedia

Wikipedia is a free-access, free-content internet encyclopaedia, supported and hosted by the non-profit Wikimedia Foundation. Anyone who can access the site can edit almost any of its articles. Wikipedia is the sixth most popular website and constitutes the internet's largest and most popular general reference work.

Jimmy Wales and Larry Sanger launched Wikipedia on January 15, 2001. It promotes article writing in 288 languages including Malayalam. Wikipedia is an open source project work. A member can write or edit an online article. Wikipedia is a good reference source for students, teachers and journalists. But some experts say one should be sceptical about authenticity of contents of Wikipedia.

### Let us do

- *Open a Facebook account and share your experience.*
- *Open a Twitter account and share your expressions.*
- *Select a topic of interest and refer to Wikipedia. Scan the materials and write a report.*
- *Watch a popular TV show on YouTube and write a review on the same.*

### Check Your Progress

- ✍ Define social media.
- ✍ What is a blog?
- ✍ Explain the purpose of a corporate blog?
- ✍ What is a tweet?
- ✍ Identify the features of micro blog.
- ✍ Is Wikipedia an authentic source of information? Discuss.
- ✍ What is You Tube?

### Practicals for External Assessment

- ✍ Create a blog on your own account/school account (production work).
- ✍ Write brief accounts of popular social networking sites with examples in the scrap book.

## Apps

Apps or applets are the heart of mobile journalism. They are created for ordinary persons for information, education and entertainment. An applet is any small application that performs one specific task that runs within the scope of a dedicated widget engine or a larger program, often as a plug-in.



### Richard Stallman

*He is the man behind the free software movement- the worldwide information and communication technology movement to minimise digital divide in developing and under developed countries. He propagates the goals and philosophy of the free software movement. GNU operating system, which in combination with the kernel Linux is now used by tens of millions of users worldwide. Kerala government's IT @ School project promotes the use of free software in schools.*



Fig 6.6

### India's first computer village

*Application of ICT for development has been successfully implemented in Kerala by the State IT Mission. The scenic hamlet on the banks of the Bharathapuzha, Chamravattom village, in Malappuram district, was declared as the first 100 per cent computer-literate village in August 2003. At least one member in every family in the village is computer literate. There are around 850 families in Chamravattom. They can now handle a personal computer, create and edit pictures, compose a text using a specially-designed Malayalam language tool, surf the internet, send email and make internet telephony. (Courtesy: The Hindu)*



Fig 6.7

## The future of new media

The future of new media is an interesting subject not only to futurologists, but also to many scientists and technologists. What will happen to print newspapers, radio and television in 2025? What will constitute the new media then? Researchers have made

predictions. Some viewpoints are discussed. Distinctions between old and new media will fade away as most media will then be digital. We may begin to wear the new mobile devices on our bodies or weave them into our clothing. Innovations on the internet are in vogue. What is next? Globalization of the media business will advance, creating new markets in developing and underdeveloped countries. In the meanwhile, the gap between the digitally rich and the poor will grow expanding the digital divide among people and countries. Having said all these, it is a fact that the new media will redefine our world and experiences. Our tomorrows are going to be smarter than today. Just wait and see.

### **Let us sum up**

The new media is the collective term for various digital technologies. What distinguish new media from old media are the characteristics such as digital interactivity, multimediality and media convergence. The internet is the hub of new media. Online journalism is reporting and editing news and views on the internet. Online newspapers have differences with print format. The reporting, editing and design of an online newspaper is different from its print counterpart. New trends in reporting and editing have emerged in online journalism. The user generated content like blogs, email messages, social media posts, video and audio streaming and mobile journalism are part and parcel of online journalism. The new media created impacts and paved way for digital lifestyle.

### **Let us assess**

1. Why is it difficult to give a comprehensive definition of new media.?
2. Trace the evolution of internet.
3. Discuss the characteristics of online journalism.
4. Compare the front page design of a newspaper and its online edition.
5. Compare the editing techniques of online newspaper with print edition.

6. Analyse the different trends in online news reporting.
7. Write an account of news gathering techniques in online journalism.
8. How to write effective headlines for a web newspaper?
9. 'Online newspaper design is a challenge'. Comment.
10. Explain the different methods of news writing for the web.
11. Describe the various forms of multimedia news packages to present stories on a website.
12. Expand the following terms:  
a. www      b. HTML      c. ARPANET      d. CAR
13. Write short notes on:  
a. Blog      b. Social media      c. Apps

### **Extended Activities**

- Visit the websites of two English newspapers and two Malayalam newspapers. Assess each site for the quality of content editing. Write a 400- word report of your findings.
- Visit an online newspaper desk and interact with the editors. Discuss with them the editing process.
- Visit at least two online English newspapers and two Malayalam online newspapers and spend at least ten minutes at each site moving around the site. Write a 200 word report of your experience of navigation and reading of the content.
- Compare the design of a print magazine with the design of its online edition. What are the similarities and differences you find in both? Write an account.
- Prepare a digital album for news photographs collected from various sites.
- Conduct a debate on digital divide in our country.
- Conduct a seminar on the impacts of the social media on our society and culture.
- Conduct a social media campaign against drug addiction and alcoholism in campus.
- Conduct a seminar on social media and political revolutions- Arab Spring or Jasmine revolution.

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## Glossary

ERNET	Education and Research Network, India is an autonomous scientific society which made significant contribution to the emergence of the internet in India. It was initiated in 1986 by the Department of Electronics (DoE). ERNET began a multi protocol network with both TCP/IP and OSI - IP.
i Pod	Hand held Apple digital musical player.
i Pad	Ultra light Apple tablet computer with E- book, video and music functions.
JPEG	Joint Photographic Experts Group. It is a digital picture format.
Mobile technology	Refers to devices (e.g., smart phones, tablets) and infrastructure (e.g., wifi, cellular service) that allow for interaction with digital content on the go, without needing to be plugged ("wired").

NIC NET	National Informatics Centre Network is a satellite based nation-wide computer communication network which provides information exchange services, including file transfer, electronic mail, remote data base access, data broadcast etc.
NOFN	The National Optical Fibre Network is a project launched in 2015 to provide broadband connectivity to over two lakhs gram panchayats of India.
PNG	Portable Network Graphics is a rastered graphics file format that supports palette-based images - 24 bit RGB or 32 bit RGBA, gray scale images and full colour non-palette based images. It was designed for transferring images on the internet.
RSS Feed	RSS (Rich Site Summary); originally RDF Site Summary; often called Really Simple Syndication, uses a family of standard web feed formats to publish frequently updated information: blog entries, news headlines, audio, video.
Smartphone	A cell phone that includes additional software functions (such as e-mail, an Internet browser, or MP3 player), essentially making it a mobile personal computer.
Tablet	A touch screen mobile computer such as Apple's iPad or
Texting	Android-powered devices such as Samsung's Galaxy. Brief typed message over internet between portable devices.
UUCP	Unix-to-unix copy refers to a suite of computer programs and protocols allowing remote execution of commands and transfer of files, e-mail and other communication.
Virtual reality	An experience that projects the user into an artificial 3-D space generated by the computer. Some virtual reality systems use stereoscopic goggles that provide the 3-D imagery and some sort of tracking device, which may be the goggles themselves for tracking head and body movement, or a "data glove" that tracks hand movements.
VSNL	Videsh Sanchar Nigam Ltd. is a provider of internet services in our country.

# 7

## BASICS OF TECHNICAL WRITING

### Key Concepts

- ☞ Definition of technical writing
- ☞ Evolution of technical writing
- ☞ Types of technical documents
- ☞ Process of technical writing
- ☞ Design of a technical document

### Significant Learning Outcomes

The learner will be able to:

- examine the definition of technical writing
- locate the evolutionary stages of technical writing
- compare the different types of technical documents
- identify the qualities of a technical writer
- evaluate the characteristics of technical writing
- identify the various and stages of technical writing
- compose content for a technical document

*In the mid 1990s mobile phones became a reality in Indian metro cities. (The heavy device had the luxury of access anywhere within the range of two to five kilometers from a signal tower. The Mobile phone was a crossover of telephone and pager with its dual facility of calling and sending short text messages!) The device was accessible to those privileged ones since the price of the handset was above Rs.15000 (a substantial amount in those days) and call tariff was Rs. 10 for outgoing and Rs. 5 for incoming. By 2005 less expensive mobile handsets and low call tariff made it more accessible. In the beginning people found it difficult to use the device as it was a new technology. They depended heavily on the user manual to operate the mobile phones.*

*China made handsets hit the Indian market by 2007. They were less expensive but people found them difficult to operate since they did not have user manual. But things have changed by 2013 as the technology of mobile communication underwent tremendous changes. That is when a mobile phone started to carry all the specifications of a computer! People found it easy to cope up with touch sensitive screens and mobile applications (apps). Now many of us are well versed in mobile technology. With inbuilt help menu, the mobile phones have made people technology literates! Who were behind this mission? Who prepared the user manual booklets and online/offline help menus? Well, this chapter is designed to give you answers for such questions*

*You are familiar with the role of communication in our daily lives. Communication mostly improves human life in a desirable manner. We have seen that communication takes place all around us at various levels. Technical communication, a process of sharing technical information through systematic methods is one of the significant communication activities in an industrialised nation. It is a formal communication between technical professionals and laymen or among various professionals of the same organization.*

*Technical communication is the process of developing a simplified technical literature intelligible to a common man. In other words technical writing simplifies complex processes and enables self learning. This will ultimately help end users resolve problems regarding a product or service. The people engaged in technical communication are called technical communicators. They develop various technical documents such as official letters, user manuals, reports, memos, content for websites, help menu and proposals. Technical writers also prepare tools for oral presentations for meetings, conferences and performance reviews. The development of technical documents involves planning, writing, designing and editing of technical information. In this chapter we will discuss the production of a technical document with an emphasis on the writing part of technical documentation.*

## Definition of Technical Writing

Technical writing is the process of interpreting and translating dense and difficult information for easy comprehension of the potential users of such information. Thus technical writing may be defined as writing technical information for the benefit of someone who does not have technical background know - how in that area.

A technical writer communicates information clearly and directly to the target audience. Technical writing never aims at impressing the audience rather it informs them by minimizing the "noise" factors. Technical writing minimizes the gap between technical experts and the end-users.

It is one form of formal communication which presents high level technical information to general audience in an easy, readable and interesting manner. Such a rendering demands accurate and precise description of the subject matter. There is a high risk of misinterpretation and misrepresentation of facts in these attempts.

The term technical means knowledge or skill that is acquired through intensive learning or constant use. These skills are exclusive to experts and specialists. When such experts speak or write anything

about their field to people who will be benefitted by those skills and information, it is called technical communication

## Evolution of technical writing

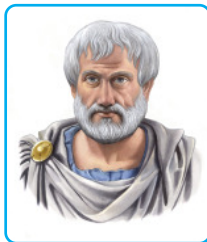


Fig 7.1

There are different arguments about the genesis of technical writing. Some opines that Cro-Magnon people who drew cave pictures are the first technical writers! Some others think that the works of Aristotle, the Greek philosopher, are the earliest forms of technical writing. However Geoffrey Chaucer, who is known as the father of English poetry, is considered to be the first technical communicator in English. His work "Treatise on the Astrolabe" detailed the purpose and operation of a navigation device. Innovators like Copernicus, Hippocrates, Isaac Newton and Leonardo da Vinci in the Europe and Aryabhata, Charaka and Sushruta in India wrote explanatory notes for their inventions.



Fig 7.2

Industrial revolution was another reason for the growth of technical writing. A lot of inventions paved way for the production of complex machines. People started to live in a machine age, where technical literacy was inevitable. It created awareness and knowledge about machines and also developed the skills to operate them. Thus indirectly technical literacy multiplied the needs of human beings to enter into a machine age.

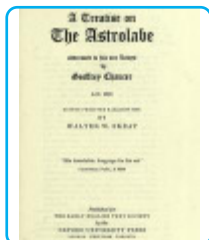


Fig 7.3

Technical writing reached the boom stage in the war years. It became an authorized and recognized job during World War II. The need for self learning instructional materials increased in the fields of medicine, military hardware and computer technology. Post World War II witnessed the technological advances in all walks of life.

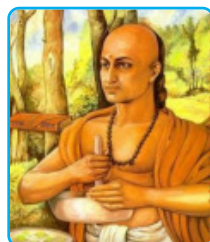


Fig 7.4

Another turning point was the invention of transistor which heralded the age of electronics. The electronic age produced several machines which are cost effective and useful. This further increased the need for technical communication. Introduction of transistor reduced the size and cost of computers. Thus in 1949 Joseph D. Chaplin produced the first computational document in America. He wrote an instructional manual for the BINAC computers. It

was the humble beginning for modern technical writing. The major milestones in the evolution of technical writing can be as follows:

- 1949 - Joseph D. Chaplin wrote a user manual for BINAC computer
- 1951 - The first advertisement for a technical writer : "The Help Wanted" advertisements are published.
- 1952 - Joseph D. Chaplin developed a technical documentation for UNIVAC Computers.
- 1960 - Sustained growth of electronics and aeronautics resulted in large scale demand for technical writers.
- 1971 - The first issue of the Journal of Technical Writing and Communication published.
- 1980 - U S Department of Justice established technical communication as a recognized profession.
- 1987 - Desk Top Publishing (DTP) became popular. Several software like Corel Venture, Publisher, Interleaf, Adobe Frame Maker, PageMaker etc. were developed.
- 1999 - Introduction of XML made an impact on software development. The need for construction of help menu and menu driven software increased the requirement of help menus and technical documentation.
- 2002 - Introduction of Sarbanes Oxley Act (SOX) insisted companies to generate financial reports. Such reports include infographics, flowcharts, policy manuals, accounting manuals, procedural write ups etc. This created a boom in the technical communication scenario.

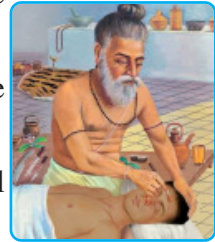


Fig 7.5

### ***Check Your Progress***

- ✍ Who is considered as the first technical communicator in English?
- ✍ Who produced the first computational document in America?
- ✍ Trace out the evolution of technical writing in the world.

## **Scope of technical writing**

Technical writing has been evolved with the innovations in technology. Though the need for technical documentation emerged with industrial revolution, it gathered momentum since the invention of transistors. Afterwards integrated chips (ICs) made the concept of personal computers (PCs) a reality. The conventional user manual in printed form became digitized. The network technologies further improved the transfer and storage of contents. The chances of interactions made technical documents more vibrant than they used to be.

International trade and multinational operations on production and distribution of goods and services facilitated single source publishing. It is a content management method which enables an enterprise to use and reuse the same source content for different media. Translation and localization are the latest trends of technical writing in the globalized context.

Social collaboration is yet another factor that makes technical communication more dynamic. Internet-savvy end users frequently involve in the creation and maintenance of information through queries, suggestions and online reviews. This real time communication results in social collaboration which enables the users to give instant feedbacks. These feedbacks are beneficial for assessing the effectiveness of the content.

Today, technical writing is a highly paid and promising career option to those who have a taste for science, technology and writing. The person should be equipped with flawless language, an inquisitive mind in learning technology and expertise in software publishing tools.

## **Technical writing as a career**

Technical writers are people who understand a technology and present it to the customers. They create product information in the form of user manuals, help menus, hand-outs and so on. Technical writing is a challenging job as the technical communicators work with engineers, designers and specialists to learn the technical

information. They then convert the technical data into a readable piece. For this they need to have in-depth knowledge on science and technology.

## Types of technical documents

Technical writing caters to a wide variety of industrial documentation needs. It encompasses all the area of business or organizational communication. In a corporate environment every formal communication is technical communication. Letters, memos, reports, newsletters, proposals, instructions, manuals and technical descriptions are some examples of technical documents. Different technical documents serve different purposes such as requesting, informing, suggesting, reporting and guiding. Let us now examine the various types of technical documents in detail.

### Letters, memos and e-mail

Letters are formal communication methods between individuals or small groups of officials. Usually they are documents less than two pages, meant for quick and easy communication. They are direct, to the point and tell matters precisely. The directness and involvement is ensured by the writers of such documents by addressing the reader as "you". A technical document creates a positive emotional response from the reader. Business communication depends largely on letters, memos and emails. Such communications are classified into various types on the basis of their purposes. They are:

- 1) credit letter - to enquire or request for loans
- 2) enquiry letter - to know the status of something
- 3) order letter - to place an order
- 4) claim letter - to seek or complain
- 5) sales letter - to sell a product or service
- 6) cover letter - to introduce
- 7) persuasive letter - to convince someone to do or think.

Technical writing simplifies complex processes and enables self learning. This will ultimately help end users resolve problems

regarding a product or service execution of a task or to congratulate somebody in his or her achievement. Memos aim at high-tech or low-tech audience who share the same professional or business environment. They are made for internal circulation. Employees, management personnel, major stake holders etc. are the target audience of memos.

'E-mails' are the modern official communication channel in a corporate arena. They convey short routine messages quickly. They are sent to multiple readers of various knowledge levels. The degree of formality is much lesser than that of memos and letters. E-mails include abbreviation, user friendly short forms and a conversational style. The circulation is meant for the internal and external publics of an organization.

### Technical reports

The term report generally is a piece of factual writing with proofs on a topic. You may have seen different types of reports from your school days in the form of progress reports, newspaper and radio reports, analytical or business reports and so on.

Technical reports are the precise, relevant and factual details of a technology or a device. Reports help in understanding a product and accordingly one can take a decision in favour or against it. Reports in an organizational communication set up are the authentic information sources. The management personnel need them for planning and making decisions for future operations. Reports indicate the company's growth and success in its business endeavours. The major types of reports are:

- 1) informative reports
- 2) analytical reports
- 3) periodic reports
- 4) special reports

### Technical proposals

Proposals are suggestive communication in resolving a problem. They are written in a comprehensive manner. The element of

persuasion is hidden or submerged in the language and data. Proposals have a wide range of purposes. They are prepared with the aim of solving a problem, altering a procedure, finding answers to questions, offering advice and training or conducting research on a topic.

Proposals are of two types - business or sales proposals and research proposals. The former types are sent to potential clients or customers of a firm. The latter is prepared by academicians like professors or researchers. The aim of such proposals is to get approval and sanction of grants to pursue in-depth studies and scientific analysis on a particular subject.

### **Research papers, dissertations and theses**

Research is a systematic investigation on a particular area of knowledge. It uses scientific methods for collection and processing of data. Every genuine research results in original contribution to an existing body of knowledge. The research findings are either presented or published before a group of professionals.

A research paper is the first disclosure of findings of a new study which undergoes a peer review. The peers may access the observations, repeat experiments and evaluate the intellectual process.

A dissertation is a study of a particular topic for the partial fulfillment of a course for a university degree. It usually does not exceed 20,000 words. Dissertations are original, demonstrative and relevant work on a topic.

A thesis is much longer and complex than a dissertation. It is the outcome of an extensive study on a research problem over several years. It is based on the systematic analyses and findings. A thesis is a long research report. A thesis first identifies a research problem. It then explains the methods to study the problem for which some assumptions are made. The thesis then presents the data collected for the study. A detailed analysis and findings will add the authenticity. The review of literature (an overview of studies in similar areas), bibliography and citations make the thesis a reliable report of the study.

## Instructions

Have you ever been instructed to do some jobs by other people? In classrooms such situations are common as the teacher guides you to complete a task. At home your parents help you in your home work. Well, is there any other situation where you need some instructions to fulfill a task? Think of operating a new mobile phone with state of art technology which is different from the one you are using now. You find it very difficult since the icons and graphics are new and different. How would you operate it? Your phone may either have a user manual or instructional manual or a built-in help menu. Such facilities would guide you to use the product.

Instructions form a type of business communication which enables the end user to complete a task step by step. If one follows the steps accurately s/he will complete the task successfully. Instructions are guides that help in decision making and trouble shooting. It can be either oral or written.

Instructions usually have an introduction, general warnings or caution or danger notices, technical background or theory, a list of equipment and step by step progress of the task. If required the writer can give an additional explanatory information at the end.

## User manuals

Most of the products are supplied with instructions or user manuals. User manuals assist or lead the end users to operate the product. The product may be new to the users or an upgraded version of what they might have used already. The user manual is a small booklet or leaflet attached with the package of a product.



## Technical descriptions

They identify and define objects or processes. Technical description breaks down large amount of information into manageable lots. If needed the process goes further by making these lots into micro segments at various levels. Then the technical

description undergoes different steps such as naming, defining, describing and illustrating. The technical description ends with a description of one complete cycle of operation.

## Qualities of a technical writer

### *Check Your Progress*

-  What are the major types of technical documents?
-  Distinguish between letters and memos.

Technical writing caters to different industrial and business communication purposes. At times technical writers may play the role of business correspondents. On some other occasions they may enjoy the pleasures of creative writers. They would also become teachers and educate the laymen about a particular technology.

When technical writers write a memo or a letter, they work as business correspondents. While they design an instructional manual for a new product, they enjoy themselves as creative writers. As they explain people about the working of a machine, they play the role of a teacher. When they release a brochure during the launch of a product, they become PR men. Thus it is obvious that technical writers have different roles in the same costume.

Like all writing methods technical writing also demands hard work from a writer. The intensity of the hard work depends on the educational background, experience and work culture of a technical writer. The qualities of a technical writer are:

### **a. Language skills**

A technical writer should convey ideas in short sentences. Language skill means the ability to convey ideas easily and concisely. If any error occurs in the text matter, it may have a negative impact on the goodwill of the company as well as the product.

### **b. Quick adaptation to different roles**

Technical writers may have to take different roles in a corporate environment. They sometimes become narrators, creative writers, corporate communicators, teachers and so on. Technical writers should adapt themselves to the changing environments naturally.

### **c. Technical skills**

The technical writer must know the jargons of the industry and how to render it to a technologically illiterate end user.

### **d. Updading of knowldge**

The world of technology grows rapidly. New tools and vocabulary evolves every minute. Technical writers should update their knowledge of the ever growing industry. They must learn new things that confront them in their professional environments.

### **e. Teaching skills**

While writing something, the writer should have a clear idea about the subject matter. One must master the subject with the aim of teaching someone else. The 'learn to teach' approach is helpful for technical writers.

### **f. Interpersonal skills**

Technical writers will have to interact with professionals having diverse tastes and interests. To get information from such people, technical writers need to possess good interpersonal communication skills.

### **g. Open to criticism**

Technical writers may also face harsh criticism from the technocrats. They must listen to the critics and make necessary changes. They should take lessons from others and correct mistakes to make things positive and constructive.

### **h. Professionalism**

Good technical writers understand the industrial needs and show patience in solving problems and interact with the maintenance

engineers and colleagues smoothly. They develop the ability to write clearly. They enjoy the techniques of showing the ideas in graphics.

## **The process of technical writing**

The process of technical writing is both technical and creative. It is divided into three stages -

1. Planning
2. Drafting/writing stage
3. Revising/editing stage

### **Planning**

Every production work requires meticulous planning. In technical writing, the first step of planning defines the audience. In addition, the writers conduct audience analysis and identify the nature of the audience. After the analysis they plan and organize the content in accordance with the target. It is an opportunity for technical writers to warm up by discovering a good beginning and associated tips. A skeleton of the article is formed at this stage. Then the writers draw flow charts for easy assimilation of the order of documents.

Free writing and invention heuristics are the two techniques frequently used by the technical writers. Free writing liberates the writers from any critical thoughts about their writing process. That is, once the pen touches the paper it goes on writing the concepts systematically explaining the central theme. Original thoughts are born in free writing exercises.

Invention heuristics means asking oneself as many questions as possible about the topic and trying to find answers. The method has its roots in Aristotle's Rhetoric. Answers to the questions are invented by the writer before the writing process begins.

## Drafting or writing stage

Drafting is the actual writing process. In this stage technical writers generate language and discover content and format of the technical document. The major aspects of writing are:

- language appropriateness
- conciseness and flow
- maintenance of impersonal and formal language
- bias free language
- maintenance of style
- adaptability
- clarity
- word economy
- sentence variety

### Language appropriateness

Unambiguous communication is an important factor in any kind of writing. Words carry meanings but the meanings must be understood by the end user, properly. The contexts are set straight and meanings are single layered. So the texts are interpreted in the same way by people in different walks of life. Such a way of writing shall be developed by using the appropriate language to the varying contexts. Inappropriate language may damage the credibility of the writers and goodwill of the companies they represent. The following tips would help to ensure language appropriateness.

- Use suitable level of language.
- Avoid slangs. Local language usages have no place in technical writing.
- Plain language is preferable. If one has to use idioms s/he has to ensure the aptness.
- Avoid euphemism. Eliminate a word which may embarrass the readers due to social stigma.



### Substitute abstract words and ideas with concrete words and ideas

<i>Abstract</i>	<i>Concrete</i>
<i>An industrial worker</i>	<i>A welder/plumber (specify the worker)</i>
<i>Furniture</i>	<i>A table/chair</i>
<i>Apparel</i>	<i>Shirt/trousers</i>
<i>Good attendance</i>	<i>93.5 percent attendance record</i>
<i>One of the leading companies</i>	<i>Fifteenth among 6749 companies</i>
<i>The majority</i>	<i>Specify in percentage like 78% or 3/4th and so on</i>
<i>In the near future</i>	<i>By 15th of this month</i>
<i>Substantial amount</i>	<i>1500 million dollars or \$150000000/-</i>
<i>Considerable amount</i>	<i>Specify the amount as Rs. 3450</i>
<i>As soon as</i>	<i>Within 22nd morning 10 am</i>

Courtesy: (Meenakshi Raman and Sangeetha Sharma, Technical Communication, Oxford University Press, 2011, New Delhi)

### Conciseness and flow

Technical writers prepare content for a variety of people belonging to different ethnic, social and economic conditions. Their writing must be acceptable to all. Conciseness and flow of language depend on the arrangement of ideas in a logical sequence. Following are some tips to maintain readability of language:

- Remove redundancy. The term redundancy refers to repetition of words and ideas.
- Reduce clauses and phrases in a sentence. Use simple sentences.
- Avoid adjectives and adverbs
- Cut unnecessary expressions. For example the expressions like "it is worthless to say". If it is worthless to say, do not say it.

- Eliminate unpleasant words. Instead of pointing a wrong button the writer can say which the right button is. Thus the unpleasant word "wrong" is eliminated and the pleasant word "right" is used.



### Eliminate redundant expressions

<i>Redundancy</i>	<i>Sans redundancy</i>
<i>We will all assemble together for the condolence meeting.</i>	<i>We all will assemble for the condolence.</i>
<i>This stick is limited in length.</i>	<i>This stick is short.</i>
<i>My basic fundamentals of physics are not clear.</i>	<i>My fundamentals of physics are not clear.</i>
<i>The teacher presented the class with humorous jokes.</i>	<i>The teacher had a class with a touch of humour.</i>
<i>At the present time I am interviewing two engineers continuously at the same time.</i>	<i>At present I am interviewing two engineers.</i>
<i>He returned back home after a long night shift.</i>	<i>He returned home after a night shift.</i>

Courtesy: (Meenakshi Raman and Sangeetha Sharma, Technical Communication, Oxford University Press, 2011, NewDelhi)

### Maintenance of impersonal and formal language

Technical writing demands impersonal form of communication. The personal views, beliefs and prejudices of the writer should not be reflected in the writing. One must take due care in excluding judgment words like "I believe", "I disagree" etc.

Technical writing sticks to certain conventions in writing. These conventions may vary in accordance with the type of the document.

### Bias free language

Biases are the slanted thoughts or impressions of a race, nationality, culture, class and gender. It is unfair if a literature of a technical document looks down upon a sect in a society. The words like 'servant', 'mentally retarded', 'handicap' and 'mad' create inferior feelings. Biases are of many types - gender bias, disability bias, racial and ethnic bias and so on. A black coloured American of

African origin may be referred as an African American. A mother who works only at home is now known as a home maker, not a house wife.



### Avoid bias in technical communication

<i>Biased words</i>	<i>Unbiased/Neutral words</i>
<i>He, him, his</i>	<i>They, Them and their</i>
<i>Chairman</i>	<i>Chairperson</i>
<i>Salesman</i>	<i>Salesperson</i>
<i>Manpower</i>	<i>Personnel</i>
<i>Businessman</i>	<i>Business executive</i>
<i>Cameraman</i>	<i>Camera person/Director of photography</i>
<i>Policeman</i>	<i>Police officer</i>
<i>Handicap</i>	<i>Differentially abled/Physically challenged</i>
<i>Deaf</i>	<i>Hearing impaired</i>
<i>Blind</i>	<i>Visually challenged</i>

Courtesy: (Meenakshi Raman and Sangeetha Sharma, Technical Communication, Oxford University Press, 2011, New Delhi)

### Maintenance of style

Developing a style is very important in every kind of writing. To accommodate people from all strata one has to develop a plain writing style. The general rules regarding style are:

- Avoid abstract words
- Prefer short sentences
- Avoid repetition of words and ideas
- Use active voice
- Include positive language as much as possible
- Remove clichés
- Follow the SVO (subject + verb + object) pattern in writing sentences.

### Adaptability

The technical writers have to check whether the documents they develop are adaptable to the target audience or not. To make

sure the adaptability the writers shall analyse the audience comprehensively. On the basis of such analyses the audiences are categorized into three :

- High-tech audience
- Low-tech audience
- Lay audience

Writing jargons, acronyms or abbreviations for high-tech audience need no explanation. But a parenthetical definition is required in the case of low-tech audience. Lay audience will not understand jargons or short forms. Here the writer must give adequate explanations with definitions to each jargon and technical vocabulary. Above all, pleasant words should replace the unpleasant expressions.



### Replace the unpleasant words with mild and positive phrases

<i>Unpleasant words</i>	<i>mild and positive words</i>
<i>elderly</i>	<i>senior</i>
<i>second-hand</i>	<i>pre-owned</i>
<i>cheap goods</i>	<i>inexpensive goods</i>
<i>high calorie foods</i>	<i>high energy foods</i>
<i>being fired</i>	<i>being let go</i>
<i>servant</i>	<i>domestic help</i>
<i>poor people</i>	<i>low income group</i>
<i>dull witted</i>	<i>slow learner</i>

Courtesy: (Meenakshi Raman and Sangeetha Sharma, Technical Communication, Oxford University Press, 2011, New Delhi)

### Clarity

One of the major objectives of technical communication is the depiction of ideas in a clear manner. Clarity of expression gives clarity in understanding. Specificity ensures clarity. Expressions like "a lot of", "a huge volume of", "as easy as", "slight" etc. will give an abstract idea about a concept. Instead, one can specify the amounts in standard measures. Always choose concrete, precise and familiar vocabulary in presenting a subject matter.

## Word economy

Word economy refers to the use of least number of words to explain a concept. There is a general tendency of withdrawals from a wordy page. Word clutter and lengthy sentences make reading a tedious task. A graphic presentation or a table would replace a big paragraph with more straight data. The picture elements always communicate faster. Judicious use of the visual elements would make the document more reader friendly and effective.

## Sentence variety

The repeated use of words and sentence patterns and idioms will bore the readers. Everyone likes variety in writing. To create a variety in writing one may make use of wide diction. At the same time, overuse of variety may cause dissonance from the readers.

## Revising or editing stage

There is a mythical belief that echoes in the mind of some writer : "I am the author and creator who never fails! And I need no editing". This is a mere belief and not accepted and practised in the writing profession.

Revising is considered as the third stage in the writing process. It is an imperative stage since a good writer spends 50 percentage of his entire writing schedule for revising!

### *Let us do*

*Make a collection of the different types of technical documents.*

### Check Your Progress

- ✍ What do you mean by free writing?
- ✍ What is the importance of revising in technical writing?

## Structure of a user manual

A user manual is an elaborate account of a product. It describes the installation, operation and maintenance of a product. The size

of a user manual depends upon the use and complexity of the product. A user manual has a cover, precautions, table of contents, introduction, abbreviations, technical specifications, technical operations, warranties, accessories, contact details etc.

### Cover

The cover of a user manual is the identity of the product as well as the company. The cover may contain the name, serial/model number, the logo and slogan of the product.

### Precautions

Cautions are meant to warn the user about the hazards that may occur while operating the machine or product. Precautions generally detail the 'dos' and 'don'ts'.

### ToC

The table of contents directs the user to locate his required information in the manual.

### Introduction

The company addresses the customer by thanking or congratulating the customer in choosing the product. The Positive expressions like 'welcome', 'valuable customer' etc. leaves lasting impressions and the readiness for the messages is created in the minds of the readers.

### Abbreviations

Abbreviations are created for lengthy technical jargons or phrases. These technical terms are to be explained well enough in the document. A glossary of abbreviations is usually given at the end of a technical document.

### Technical specifications

Technical specifications introduce the product and its important parts to the user. Here a diagram is shown in which the important parts are marked visibly. Each part is numbered and defined in the same page.

## Warranty

Warranty is a statement that contains the agreement showing the responsibility of the company on a product. It states that in case of malfunction or serious damage occurring within a designated period the product will be replaced or repaired at the cost of the company.

## Accessories

The list of accessories given in a user manual is the business diversion of the manufacturer. At the same time it is useful for the consumer since he or she gets value added services from the product.

## Design of an instruction/user manual

Instruction manuals have pre-determined structure in order to present the information systematically and effectively. They usually begin with the definitions of their audience or technology of the product. A headline which follows gives directions to the readers. Topics are stated through different modes of headlines. The manual moves further with situations, stages of priority, list of tools, narration of processes, warnings and conclusion.

## Definition of audience

By defining the audience, the company gets the picture of the real targets and the writers may focus on their communication aiming at the real targets.

## Headline

Headlines give directions to the readers. They help the audience for the easy location of the immediate needs of audience regarding the user manual. They add colour, typographical design, white space and provisions for smooth navigation throughout the document.

## Introduction of situations

Introduction of situations give an opening to a specific task. It sets a platform for explaining the status of such operations.

Sometimes the introduction may briefly explain the status of the company in the use of a particular technology or product. For example some refrigerator companies claim that they are the first to introduce CFC free gas emission. They may add this sentence when they give instructions as how to refill the gas.

### Prioritize different stages in a task

Setting priorities in the execution of a task is very important. Each process is to be followed systematically to complete a task. A wrong order of operational step can lead to serious damage. Give the order of priority with due care and consultation with experts so that the task is achieved by the end user without complications.

### List of tools

A list of tools helps the user to equip for the execution of a task. It may be impossible sometimes to go in search of a tool in the middle of an operation.

### Narration of the process

Narration describes the action. A well written document describes each stage of the task in detail. The step by step narration should lead the end user to the successful completion of an operation.

### Warnings

Warnings are given at the beginning or end of the manual depending on the nature of the product.

### Conclusion

Like any other document instruction manuals also end with a conclusion. They make a note of positive attitudes about the product, company and the users. The conclusion may contain a reassurance about the company's assistance in the future. This portion gives the contact details of the company for communication, name of dealers, service networks, online help sites, official websites and so on.

#### *Let us do*

*Collect a user manual of any home appliance. Analyze the structure and contents of the manual.*



### Practicals for External Assessment

- ✍ Prepare a user manual for any product (Production work).
- ✍ Paste some examples of technical documents with brief descriptions in the scrap book.

### Let us sum up

Translating technology for laymen is the heart of technical writing. The modern history of technical writing begins with the industrial revolution which paved way for mass production and mass distribution. During World War II the self learning materials became one among the important military requirements. Today technical writing is one of the most rewarding professions in the world. There are different types of technical documents ranging from letters, memos and proposals to technical reports, user manuals and online help menu. A technical writer should possess language and interpersonal communication skills. Accuracy, clarity and directness are the major characteristics of technical writing. The process of technical writing includes three stages such as pre-writing, writing and revising. A technical document begins with the definition of target audience. The details are presented in a logical and progressive manner. The tasks are prioritized for a foolproof execution of tasks. Warnings and conclusions contain vital information about the document. Online helps are the latest form of technical documentation. Publication of documents and maintenance of online help menu are the extended activities of a technical writer.

### Let us assess

1. Technical communication is essential for a modern man to survive in his professional environment. Do you agree with this statement? If so, give reasons.
2. Trace the evolution of technical communication from ancient times to the present day.

3. Explain the scope of technical writing as a career to your friend who has a taste for learning new technologies.
4. Technical documents are produced for various purposes. Can you list out different kinds of technical documents?
5. One of your friends wishes to become a technical writer. He is eager to know about the attributes required for a successful technical writer. Give him a brief account of the qualities of a good technical writer.
6. A quality technical document satisfies the stipulated features. Explain.
7. It is said that the revising stage occupies most of the writing time in the production of a technical document. How important are the other two stages? Compare all the three stages in detail.
8. Point out the difficulties that a technical writer may come across while developing a technical document. What are the techniques that may rescue him from his professional hazards?
9. Explain the design of an instruction manual with a suitable example.

### Extended Activity

- Conduct a seminar on the advantages and drawbacks of online help menus over the traditional printed user manuals.

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## Glossary

Action verbs	Verbs that express action. Ex: run, walk, do, drive.
Brainstorming	Generating ideas as quickly as possible, withholding evaluation of those ideas until later.
Bulleted list	A bulleted list is an unordered list that uses bullets (•) or other marks to show the start of each item in the list.
Caution note	A written note that is cautioning its readers about something.
Documentation	Documentation is information that helps people to solve problems, to make decisions, and to do tasks efficiently.
End user	The consumers who use the product or service.
Executive Summary	A brief summary at the beginning of a report that gives only the most important information to decision makers. Also called an abstract.
Memo	Memos are official communication, drafted to share information, to direct or recommend someone in execution of a task.
Minimalism	Minimalism is an action-based and task-oriented strategy for creating documentation. Minimalism gives emphasis to what readers must do.
Minimalist document	A minimalist document contains only important information.
Noise	Anything that distorts communication
Online documentation	Online documentation is documentation that is designed to be read from a screen. Usually, online documentation contains context- sensitive help.
Parallelism	Arranging sentences and lists with similarly constructed words and phrases.
Process	A process is a sequence of things that occur in a system.
Q & A	Question and answer.
Reference manual	A reference manual is a document that explains the parts of a product. Usually, for a software reference manual, each dialog box, screen, field, tab, and button is explained.
Segmenting	Dividing a process into separate parts in order to describe the process.
Template	A template is a document that is used as a model to create other documents.



# ADVERTISING

## Key Concepts

- ☞ Definition and etymological derivation of advertising
- ☞ Origin and history of advertising
- ☞ Functions and dysfunctions of advertising
- ☞ Types of advertisements
- ☞ Advertising agency
- ☞ Trends in advertising

## Significant Learning Outcomes

The learner will be able to:

- identify the definitions of advertising
- trace the etymological derivation of advertising
- identify the evolution of advertising
- observe the functions and dysfunctions of advertising
- categorize the types of advertisements
- discover the trends in advertising

*Do you like someone compelling you to do things? As students you may come across many pressure situations where others compel you to do things. Sometimes you would accept such directions unwillingly. In some other situations you might refuse. On the other hand, if you are presented with messages in a persuasive manner, you are more likely to accept them. We frequently come across several persuasive messages in our daily life. Advertising is one such message that comes to you with sugar-coated persuasion. These messages are persuasive ideas intended to make the audience to act in favour of a product, idea or service.*

*How do you select things like toothpaste, bath soap and other essential items for your daily life? Is it your own choice? How do you decide to pick a particular brand from an array of products kept in a shop? You may now recall the messages from the mass media or any other sources that might have influenced you to buy a product. The more frequently the messages about a particular product reach you, it is more likely to influence your purchase behaviour. Such persuasive messages about products, brands, services or ideas are identified as advertising. In the present day world mass media are flooded with such messages and no one can stay away from their exposure.*

*Advertising is a unique form of mass communication that captures public attention. It informs people about products and services. The scope and impact of advertising in the market and in the social system are vital. Above all, advertising creates demand for a particular product or service. It also demonstrates new uses to establish products, announces new products and programmes, reinforces the sales personnel's messages, draws customers to business and holds existing customers. From the advertiser's point of view, advertising is a tool for attaining their desired goals of promoting and selling ideas, goods and services. In this chapter we will discuss the evolution of advertising, the way advertisements influence our minds and how they support business in a globalised economy. We give emphasis to the creative aspects of advertising message. The chapter concludes with brief notes on different agencies associated with advertising.*

## Definitions

Advertising is a communication process that promotes a product, service or event. According to American Marketing Association (AMA) advertising is "any paid form of non-personal presentation and promotion of goods, ideas or services by an identified sponsor". Advertising is said to be a paid form of communication because here an advertiser pays mass media like newspaper, radio, TV, internet for advertising space or time slots.

Advertising is a mass communication process. It requires a well-designed plan to undertake an advertisement successfully. The plan must be effective and efficient enough to capture the attention of the potential buyers and promote the sale of a product. Advertising is also a creative process that involves creativity for bringing out original ideas. The concepts or ideas used for promotional purposes should persuade the potential customers to act favourably towards a product.

## Etymological derivation

The word 'advertising' is derived from a Latin word 'advertere', which is a union of two words 'ad' and 'vertere'. Here 'ad' means 'to or toward' and 'vertere' means 'to turn'. Jointly it means to turn (one's attention) to or towards (something). The word 'advertise' is also linked to an old French word 'advertir' which means 'to take notice of something.'

### Check Your Progress

- ✍ Define advertising.
- ✍ Critically evaluate various definitions of advertising.
- ✍ Trace the etymological derivation of the word advertising.

## Origin and history of advertising

Advertising has been evolved into a vastly complex form of communication with multiple ways of conveying messages to a

target audience. It is said that cave paintings represented the earliest form of advertising. But the first recognized version of advertising was done on papyrus by the Egyptians.

Advertising existed in different forms before the 15th century. Important advertising at this stage was in the form of trade marks. They were produced by artisans who inscribed marks such as star, moon and tiger on goods like pots and wooden tools.

The origin of advertising is also traceable to the town criers and the village drummers. They used the sound to announce messages. The messages varied from government proclamations to the sale of goods or services on market days. Then there were sign boards such as 'barrels' or 'boots' hung in front of shops and inns to indicate the availability of products.

Modern advertising flourished with the invention of printing technology. The first printed advertisement in English was 'poster' announcement by William Caxton in 1472, a pioneer printer in England. Advertising developed in the US in the 1700s. Advertising as a distinct means of communication began with the advent of newspapers in the 17<sup>th</sup> century. Industrial revolution in Europe triggered mass production of goods which marked the beginning of competitive advertising.

The advent of radio in the 1920s and its popularity paved the way for remarkable development in advertising. The advertisers realised the possibilities of radio as a means of conveying persuasive messages directly to the consumers.

In the 1950s television made its appearance and soon it emerged as a novel and powerful medium of advertising. Advertisers could demonstrate the uses of their products and services through television. Television still attracts huge advertising revenue worldwide owing to its ability to reach millions of viewers simultaneously. It uses a combination of audio, video and text to make advertisements memorable and appealing. Even in the internet era, television retains a lion's share of the advertising revenue.

Marketing through the internet opened new frontiers for advertisers starting with the "dot-com" boom of the 1990s. In today's highly competitive environment, new media advertising acts as a cost effective medium targeting a huge online audience. New media can communicate with audience as an interactive platform. Unlike traditional media, it is possible to track the online traffic by using new media tools. This helps to assess the exact number of exposure for an online advertisement. These features and benefits make online advertising popular among advertisers.

### *Let us do*

- *Collect pictures and graphics related to the history of advertising and conduct an exhibition in the classroom.*
- *Prepare a chart showing the chronological order of significant events in the history of advertising.*

### **Check Your Progress**

- ✍ Explain in brief the earliest forms of advertising.
- ✍ Describe the various stages of advertising as a communication meant for persuasion.
- ✍ Trace the history of advertising through electronic media.
- ✍ The 'dot-com' boom of the 1990s contributed new frontiers for advertisers. Analyse and explain.

## **History of advertising in India**

It was James Augustus Hicky's Bengal Gazette, India's first newspaper, which carried the first print advertisement in India. Advertising developed with the expansion of the print media. Organized advertising in India started when B. Duttaram set up an advertising agency in Mumbai in 1905. Most advertising during this stage was targeted at the elite sections of the society. Professionalism came in when J. Walter Thomson set up his shop in 1929.

William Mazzarella, a well-known anthropologist, divides advertising in post-independence India into four phases. The first phase began after Indian independence and lasted till the early 1960s. The overall style of advertising was factual in appearance and the presentation lacked creativity.

The second phase (early 1960s to 1980s) chiefly emerged as a reaction to the first phase and stressed the creativity factor. It carried an Indian professional identity and freed itself from the colonial hang over.

A third phase (1980s) turned away from creative and innovative factors to efficient country wide marketing. The fourth and current phase, which also came into being in the 1980s, is characterized by a synthesis of effective marketing mechanisms and a high level of creativity.



Today, Indian advertising has the enormous job of speaking to the world's most diverse population. English is the only common language for the Indian middle class, but it is not known by large sections of the population. When addressing the India's elite, advertisers use English. When speaking to the masses, they use one of the many local languages. In northern India, Hindi is widely used in advertisements, but for southern India advertisers translate or recreate advertising messages in regional languages.

Most large multinational advertising agencies have offices in India almost certainly in India's financial capital, Mumbai and often in New Delhi and in other important cities. There are successful homegrown agencies that tend to focus more on locally produced brands. The advertising scenario in India has also undergone many changes in accordance with the global trends.

### *Let us do*

*Collect the details including pictures and videos of the evolution of advertising in India and prepare a power point presentation.*

### *Check Your Progress*

-  Explain the history of advertising in India.
-  What are the four key phases of Indian advertising according to William Mazzarella?

## Functions of advertising

Advertising is a form of communication that deals with people's feelings and emotions. It is shaped on the psychology of the buyer especially in relation to his/her motives and attitudes. The major aim of advertising is the promotion of a product, brand or service. The major functions of advertising are that it;

### Informs

A product needs an effective launching to hit the minds of the consumers. It must share the details about the product's quality, price, unique features etc. Consumers obtain information about products from the ads they have read, viewed and heard. Manufacturers often make changes in prices, channels of distribution, improve the quality, size, weight, brand and packing. These changes must be informed to the public through advertisements.

Eg: SBT's print advertisement tells the consumers about a new deposit scheme. Here the ad shares information like the name of deposit scheme, interest rate, benefits etc.

### Educates

Advertisements may carry messages intended for consumer education. They sometimes sell or popularise certain concepts. Government agencies educate masses with campaigns on a variety of topics like consumer rights, safe drive, literacy, child rights etc. Advertising also educates consumers about price, quality and availability of a product.



Fig 8.1

Eg: This social service ad advises the public not to consume alcohol while driving. It also cautions them about the after effects of such an act.

### Creates demand

The main objective of advertising is to create demand for a product in the market. This demand would set a favourable climate and acceptability among potential buyers. Once the product is established, frequent advertising reminds the buyers about its presence in the market. It may also induce new customers to notice

the product. They may be convinced of the merits of the product through constant exposure to advertising.

Eg. The advertising of Idea 3G connection with the cutline "No fooling India" creates demand for low priced smart phones and third generation networking.

### Enhances competition

Another important objective of the advertisement is to encourage competition. Advertising is unavoidable to compete with or neutralize competitor's advertising. When competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralize their effects. In such cases, the manufacturer tries to create a different image for his product.

### Establishes brand identity

Developing brand identity is one of the important functions of advertising. Through campaigns and striking messages advertisers create an impressive image of the company in the minds of the audience. Such images make the audience loyal to the company or brand name. Thus, the brand loyalty helps to build emotional relationship between the audience and products of such brands. This increases the chances of some consumers preferring a particular brand. Hence the advertising message finds success in winning the minds through brand identity.

### Promotes action

The purpose of advertising is to attract buyers through a call-to-action statement. This encourages the customer to visit a store or website, to contact the advertiser for more information. Advertising is essentially an action catalyst. The ultimate aim of advertising is to persuade an audience into action. The AIDA formula of advertising explains this concept.

- Attention - At first the advertising grabs the attention.
- Interest - Secondly the person becomes interested in the advertising message.
- Desire - The person is convinced of the claims and a desire to purchase.
- Action - The desire leads the person to purchase the product.

### Improves customer base

Any business requires a constant customer base in order to remain successful. The business needs to target its products and services to this customer base. The company creates new products that attract existing and new customers alike. Advertising helps to reinforce the buying motives of customers for a particular brand. It establishes long-term relationships with customers, vendors and stakeholders.

Powerful and captivating advertisements persuade consumers to purchase a new product, try out services, and fulfill voids they feel are present in their lives. In fact, persuasion is one of the main functions of advertising. So many firms strive to create powerful persuasive messages that influence customers emotionally and rationally.

### Dysfunctions of advertising

Advertising has both positive and negative effects. The undesirable consequences of advertising are generally termed as dysfunctions. Following are some of the dysfunctions of advertising.

#### Product proliferation

The effect of advertising encourages proliferation of unnecessary products. The multiplication of identical products may result in the wastage of resources which could otherwise have been used more productively. For example, android technology has made the smartphones highly affordable. Many people have bought smartphones leaving their old phones aside. The old phones constitute a heap of hazardous e-waste.

#### Inefficient manufacturing

Cut-throat competition has several impacts. When a competitor slashes the price of a product, other producers are compelled to reduce prices. The cost cutting measures will lead to a compromise in quality. Such aggressive campaigns may help the companies to stay in the business. But it is damaging to the consumers if they buy low quality products as a result of such advertising.

#### Tendency to consume

It is believed that advertising raises the tendency to consume more than what is desirable in developing nations. Consumerism is a

situation where people buy things even when they are of limited use to them. A developing country cannot afford the high propensity to consume like the industrialised nations.

### Promotes stereotypes

Advertising promotes stereotypes by depicting certain groups or individuals in stereotyped roles. Women are usually portrayed as housewives or mothers and thus apparently relegating them to a secondary role.

#### Let us do

*Conduct a survey among the public community near the school premises. Questions highlighting the impact or effect, functions and dysfunctions of advertising must be included in the questionnaire. Collect and evaluate the findings.*

### Check Your Progress

- ✍ What are the various functions of advertising?
- ✍ Select an ad campaign of a particular product through print/electronic media and analyse whether it performs all the functions of advertising.
- ✍ Do you think advertising has dysfunctions? Write your opinion with reasons.

## Types of advertisements

Advertisements are classified in line with the geographic coverage, target audience and purpose. The geographic classifications are local, national and global advertising. The classification under the target audience can be consumer, institutional, industrial and professional advertising. The purpose of advertising is defined by the nature of the product, service or idea. The major types of advertisements are as follows:

### Consumer advertisements

Consumer advertisements are intended for the end user markets constituted by individuals and families. It introduces products and services to people for their daily use. These can be automobiles, household appliances, electronics devices, clothes, books, movies, and just about anything commonly found in an individual or in the family. The advertisements of FMCGs (Fast Moving Consumer Goods) come under this category.

## Institutional advertisements

Institutional advertising is designed to promote the goodwill of a company rather than goods or services. It is designed to make the public more aware of a company or to improve the reputation and image of an existing company.

## Public service advertisements

Public service advertisements are primarily designed to inform and educate the target audience. The chief goal of this kind of advertisement is not hard sell but to change public opinion. These advertisements seek support to public causes like national integration, de-addiction, blood donation and cleaning public places.



Fig 8.2

## Covert advertising

In covert advertising, a product or a brand is incorporated in some entertainment programmes. The brand name or product is subtly showcased throughout the show. For example, in the movie *Minority Report*, the lead actor Tom Cruise uses Nokia brand. In all the James Bond movies the hero uses Omega watches, Austin Martin cars and Reid and Tailor suits.

## Surrogate advertising

This kind of advertising is carried out for such products which are banned from promotional activities. Products like cigarettes and alcohol are not allowed to be advertised in many countries. So companies have come up with several other products that might have the same brand name, logo and colour scheme. These elements indirectly remind people of the products, which are not allowed to be advertised.

## Infomercials

It is a kind of television commercial in long format typically for five minutes or more in length. The term infomercial combines two words 'information' and 'commercial'. Here the consumer gets the opportunity to see the product on television. Infomercials display, describe and demonstrate products and their features.



Fig 8.3

## Classified advertisements

Classified advertisements provide information in a dry matter-of-fact manner. These ads are charged by the line and one newspaper column wide. There are various categories of classified advertisements such as 'for sale', 'wanted', 'service needed' etc. which are usually seen in newspapers. Classified advertisements are much cheaper than larger display advertisements. The messages in this kind of advertising are short and direct. Classified display



Fig 8.4

advertising is a combined form of classified and display advertisements. These kinds of advertisements have the use of colour, graphics and pictures to attract the target audience.

## New media advertising

It is relatively a new form of advertising which is spreading rapidly. New media uses cell phones, iPads, Kindles, Nooks and other portable electronic gadgets with Internet connectivity. Current trends in mobile advertising involve the social media such as Twitter and Facebook.

## Outdoor media advertising

Outdoor advertising includes billboards, posters, painted displays and electronic sign boards. They are also collectively known as out-of-home (OOH) advertising. OOH is a broad term that describes any type of advertising which reaches the consumer when s/he is outside. They remind us about the advertising messages frequently with larger than life images.

## Transit advertising

Transit advertising is a major classification under outdoor media advertising. Here the media are the vehicles of public transportation. In this method, advertisements can be placed inside or outside the transporting vehicles. As the vehicle moves, the advertising messages also move to different destinations covering various geographic areas.

## Display advertisements

Display advertisements are common type of printed ads in which image, headlines, body copy, logo and slogan are carrying in a systematic way to attract the potential consumers. These ads appear in multiple columns and are usually colourful.

**Let us do**

*Prepare an album of various forms of advertising.  
Collect the various kinds of print ads and compare them.*

**Check Your Progress**

- ✍ What are the various types of advertising?
- ✍ What is infomercial? Write the names of some products or agencies engaged in infomercials.
- ✍ Differentiate 'display' and 'classified ads' with examples.

## Components of a display advertisement

Advertising is a persuasive act. To persuade people, advertisements should convey messages attractively and convincingly. The main components of a display advertisement are image, headline, sub-headline, body copy, logo and slogan. They are detailed below:

### Image

Image or illustration is the most eye catching element of an advertisement. All advertisements may not contain images. Many companies use images of their products or people using their products to grab consumer attention.

### Headline

The headline is a major aspect of an advertisement. It often appears at the top of an advertisement or in the middle so that it can work as a link between the illustration and body text. Headlines arouse interest among the audience as it may comment on the visual element of the advertisement. Headlines contain a few words of text and they should be direct and to the point. Your headline should make a promise to the reader, stating what they would discover if they continue to read the rest of the advertisement. The headline and its promise should address a concern, problem or an interest your consumers may have.

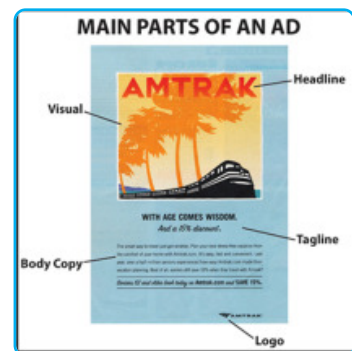


Fig 8.5

### Sub-headline

A sub-headline appears directly under the headline. The text is typically smaller and it gives more insight into the product. It further explains the subject matter. The sub-headline can be the length of a sentence.

### Body copy

Body copy is the main text of an advertisement. It may take a minimalist approach, a line or two or a single paragraph. Other ads may use quite heavy text with paragraphs of information. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists and tracking can help to organize and emphasize the message of the body copy.

### Logo

Logos are the symbolic image which depicts the identity of a company. A company or brand does not change its logo frequently.

### Slogan

Slogan is a simple and catchy phrase accompanying a logo that encapsulates the product's appeal or the mission of a firm. It makes the company name more memorable. It is also known as catch-line, strap line or tag line.

## Copywriting



The copy in an advertising process is the written content meant to persuade someone to buy a product, inform an idea or influence their beliefs. A copywriter is an individual who writes advertising materials to be used in printed documents and media broadcasts to promote the sale of goods and offering of services. Copywriters create direct mail pieces, taglines, jingle lyrics, web page content, online advertisements, emails and other internet content, television or radio commercial scripts, press releases, white papers, catalogs, billboards, brochures, postcards, sales letters, and other marketing communications media pages.

### *Let us do*




*Prepare an advertisement on any of the following products:*

*a. Watch   b. Chocolate   c. Pen   d. Washing soap*

**Check Your Progress**

-  Describe the structure of an advertisement.
-  What is the importance of visuals in an advertisement?

**Practicals for External Assessment**

-  Copy writing for print ad related to various products.
-  Paste an advertisement and mark its components in the scrap book.
-  Paste various types of advertisements with brief notes in the scrap book.

**Advertising agency**

An advertising agency is an independent business organisation that develops, prepares and distributes advertisements in the media. Most of the companies hire the services of professional advertising agencies to produce and place advertisements in the media. The various departments of an agency are collectively included in the process of making an advertisement after obtaining a client brief. Client brief is the description about the advertising message by the advertiser. The conceptualization, visualization, marketing and media strategies, etc. are decided here. There are marketing and creative wing professionals to decide and execute an ad campaign. The various departments in an advertising agency are accounts department, media department, creative department and production department.

***Let us do***

- *Try to prepare ad copies after identifying the USP and target audience of a product.*
- *Collect and display pictures of ads that carry well written copy.*

**Check Your Progress**

-  Define an advertising agency.

## Organisations associated with advertising

### The Advertising Standards Council of India (ASCI)



Fig 8.6

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of self-regulation in advertising and ensuring the protection of the interests of consumers. ASCI was formed with the support of all four sectors connected with advertising, namely, advertisers, advertising agencies and others like PR agencies, market research companies etc.

The Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people that has given tremendous impetus to the work of ASCI and the movement of self-regulation in advertising.

### The Indian Society of Advertisers (ISA)



Fig 8.7

The Indian Society of Advertisers has been the national body for advertisers for over 60 years and represents the interests of organisations involved in Indian advertising, marketing and media industry.

### Advertising Agencies Association of India (AAAI)



Fig 8.8

Advertising Agencies Association of India (AAAI) is the official, national organisation of advertising agencies formed to promote their interests.

The AAAI today is truly representative with a very large number of small, medium and large-sized agencies as its members who together account for almost 80% of the advertising business in the country. It is thus recognized at all forums - advertisers, media owners and associations.

### Kerala Advertising Agencies Association (K3A)

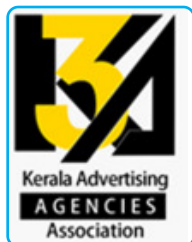


Fig 8.9

K3A is an organization of advertising agencies to safeguard the rights of people from the field of advertising in Kerala. Almost 90% of the ad agencies have become members of the Kerala Advertising Agencies Association known as K3A. The first duty of the K3A was to re-establish the dignity of ad agencies in the state. K3A has made it a practice to continue such educational and professional programmes in all relative subjects.

**Let us do**

*Collect the details about the international organizations in the field of advertising.*

**Check Your Progress**

- ✍ Describe the objectives of ASCI.
- ✍ Expand the abbreviations and explain the objectives of the following:
  - a) ISA      b) K3A      c) AAAI

**The speaking print advertisement**

Fig 8.10

German Auto company, Volkswagen, delivered a distinct advertisement campaign in the Indian newspaper history to promote their latest Vento Sedan in September 2010. A black audio device or chip was pasted on the left side of the last page. This light sensitive device starts playing the audio advertisement automatically when a reader turns a page to see the advertisement of Vento.

This ground breaking campaign was seen for the first time in India, debuting in the mainstream newspapers, *The Times of India* and *The Hindu*. According to reports, each such device costs around Rs. 5 and the total money spent per paper, including all other costs, comes out to be around Rs. 40. Based on these numbers, Volkswagen has spent around Rs. 60000000 in a day for this ad campaign.

**ZooZoo advertisements**

ZooZos are advertisement characters promoted by Vodafone India since the 2nd edition of Indian Premier League (IPL). ZooZos are white creatures



Fig 8.11

ballooned and with egg heads. They were used to promote various value added services of Vodafone. People believed that they were animated figures. Later the creators of the ad revealed that they were actors in ZooZoo costumes. The idea of ZooZoo ads are created by Ogilvy & Mather. These ads are immensely popular among Indian audience.

## **Trends in advertising**

Today the advertiser has a vast array of choices. The internet alone provides many of these with the advent of branded viral videos, banners, advertorials, sponsored websites, chat rooms and more. A relatively new form of advertising, but one that's spreading rapidly, uses cell phones, iPads, Kindles, Nooks and other portable electronic devices with internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter and Face book.

### **Online advertising**

Online advertising is also called online marketing. Broadly, online advertising is the delivery of advertisements to internet users via websites, email, interactive software and mobile applications. Examples of online advertising include:

#### **Floating advertisements**

A floating ad is a type of rich media web advertising that appears uninitiated, superimposed over a user-requested page. It disappears or becomes unobtrusive after a specific time period (typically 5-30 seconds). The most basic floating ads simply appear over the web page, either full screen or in a smaller rectangular window.

#### **Expanding ads**

These are ads that expand when users click on them. They often take a long download time, and may cause a negative impact on the visitor's experience on the page. Polite advertising formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page.

#### **Wallpaper ads**

An ad which changes the background of the page being viewed.

#### **Trick banner**

It is a banner advertisement that attempts to trick people into clicking often by imitating an operating system message.

#### **Pop-up**

A new window which opens in front of the current one, displaying an advertisement or an entire web page.

## Pop-under

Similar to a pop-up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.

### *Let us do*

*Collect and display still photographs of various types of online advertising.*

### Check Your Progress

- ✍ What is online advertising?
- ✍ Explain the trends in advertising.

### Let us sum up

Advertising has evolved into a complex form of communication with thousands of different ways to get a message to the consumer. The emergence of digital media has completely redefined advertising. The cave paintings in some way represented the first forms of advertising, although the earliest recognized version of what we know as advertising was done on papyrus by the Egyptians. Advertising as a means of communication and marketing performs several functions. As a thriving industry, transactions in advertising cross billions annually.

Advertising has an important role in a civilized society such as informing, educating and raising the standard of living. On the other hand, the critics argue that advertising promotes consumerism, stereotyping and creation of class war. With the popularity of smartphones and mobile applications, advertising will witness changes hitherto unknown to us.

### Lets us asses

1. Evaluate the definitions of advertising and comment on the common features.
2. Advertising literally means turning one's attention towards something. How does advertising carry out this function?

3. Trace the history of advertising and state the present scenario of advertising in India.
4. Write short notes on the following:
  - a. Infomercials
  - b. Surrogate Advertising
  - c. ASCI
  - d. Transit Advertising
5. Explain AIDA formula.

### Extended Activities

- Visit an advertising agency and make a presentation of the organizational structure and management of the agency.
- Organise a seminar on 'the trends of advertising.'
- Visit a business venture in your area and prepare an advertisement.
- Prepare a public service ad on the occasion of the World Environment Day.

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## Glossary

Ad copy	The printed text or spoken words in an advertisement.
Advocacy advertising	Advertising used to promote a position on a political, controversial or other social issues.
AIDA	Attention, Interest, Desire, and Action. This is a historical model of how advertising works, by first getting the consumer's attention, then their interest, etc.
Answer print	The final edited version (print) of a television commercial, for approval by the client. It may still need color correction, etc.
Appeal	The advertisement's selling message.
Bleed	Allowing a picture or ad to extend beyond the normal margin of a printed page, to the edge of the page.
Brand name	Name used to distinguish one product from its competitors. It can apply to a single product, an entire product line, or even a company.
Bridge	Transition from one scene to another, in a commercial or programme.
Buried position	Placing an ad between other ads in a print publication, so that readers are less likely to see it.
Client	The ad agency's term for the advertisers it represents.
Colour separation	A full-colour ad normally is generated through printing of four separate colours: yellow, cyan, magenta, and black. The colour separation consists of four separate screens; one for each of these four colours.
Continuity	Scheduling advertisements to appear at regular intervals over a period of time.
Copy testing	Research to determine an ad's effectiveness, based on consumer responses to the ad.
Directory advertising	Advertising that appears in a directory (telephone directory, tourism brochure, etc.). This frequently connotes advertising that consumers intentionally seek.

Flat rate	A media rate that allows for no discounts.
Green advertising	Advertising that promotes a product or service's ability to help or, more likely, not hurt the environment.
Jingle	A short song, usually mentioning a brand or product benefit, used in a commercial.
Logo	A brand name, publication title, or the like, presented in a special lettering style or type face and used in the manner of a trade mark.
Rate card	Information cards, provided by both print and broadcast media, which contain information concerning advertising costs, mechanical requirements, issue dates, closing dates, cancellation dates, and circulation data etc.
USP	Unique Selling Proposition or Unique Selling Point. It is the characteristic of a product that can be used in advertising to differentiate it from its competitors.

# 9



## PUBLIC RELATIONS AND CORPORATE COMMUNICATION

### Key Concepts

- ☞ The concept of PR
- ☞ Differences between advertising and public relations
- ☞ The role of public relations officer in an organization
- ☞ Tools of public relations
- ☞ Professional organisations for PR
- ☞ The concept of corporate communication
- ☞ Functions of corporate communication
- ☞ Tools of corporate communication

### Significant Learning Outcomes

The learner will be able to:

- observe the concept of PR
- identify the role of PR personnel in an organization
- evaluate the process of PR
- identify the concept of corporate communication
- identify the tools of corporate communication
- evaluate the role of corporate communication in an organization
- observe the concept of event management

*Public Relations (PR) is an integral part of modern society. It is essentially required for the healthy human relationships, peaceful working environment and prosperity in industry, business enterprises, governments, socio-political organisations and even in families. The meaning and mission of PR have been differently articulated by different people. To many people it is a management function of image building and resolving problems in an organisation. To some others, it is only a man-management initiative to reduce tensions among people who work together. There may be differences in the viewpoints about the functioning of PR, but the basic concept remains the same - it is a concerted effort aimed at maintaining good human relationships.*

*In today's corporate business environment everyone gets a feel of PR when s/he attends meetings or celebrations (mostly sponsored programmes) like a mass wedding, a free career guidance seminar, a road show before the opening of a major event and a mass run to conscientise people about the necessity of blood donation. These programmes are organised by the PR departments of the concerned organisations in an effort to get to the public. In fact, we are constantly exposed to PR activities of many institutions, either directly or indirectly. If you come into contact with a PR promotional activity you are most likely to be influenced by it.*

*Public Relations is a profession for good communicators who are empathetic, smart and multi-skilled. You may have these skills to become a PR professional, but before you enter into this field you must know the basic concepts of PR and how it is practised today. This chapter gives an introduction to the principles and practices of PR followed by another emerging concept, corporate communication.*

## The concept of Public Relations

PR is basically a communication process. It is a two-way communication between an organization and its public. It is persuasive communication, but distinct from other forms of persuasive communication such as advertising, publicity and propaganda.

PR is an organizational tool that utilizes psychological and sociological knowledge and skills to help an organization present a positive image of itself and its activities to the general public. But its practice is not limited to companies or business institutions. Charitable organizations, celebrities, non-profit organizations such as universities, hospitals, non-governmental organizations and governments engage in public relations activities. It is essential for an organization's existence and progress.

Let us understand public relations through various definitions given by experts:

- In *Effective Public Relations* Scott Cutlip and Allen Center states, "Public relations is the management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends."
- According to James E. Grunig and Todd Hunt, "public relations is the management of communication between an organization and its publics."
- The British Institute of Public Opinion defines "public relations as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics."

The concept of Public Relations can be condensed into the following key words given below:

- Deliberate: PR activity is intentional. It is designed to influence, gain understanding, provide information, and obtain feedback from those affected by the activity.
- Planned: PR activity is organized. It is systematic, requiring research and analysis.

- **Performance:** Effective PR is based on actual policies and performance. No amount of PR will generate goodwill and support if the organization has poor policies and is unresponsive to public concerns.
- **Public interest:** PR activity should be mutually beneficial to the organization and the public. An organisation's self-interests are to be aligned with public's concerns and interests.
- **Two-way communication:** PR is not just disseminating information but also listening and interacting with various publics.
- **Management function:** PR is the management of communication between different levels of organization; namely, upward, downward, horizontal, vertical. PR involves counselling, problem solving, and the managing of crisis and conflict.



### The story of modern public relations



Fig 9.1

*The evolution of modern PR began in the United States and it has much to do with press relations. In the initial days, the industrialists who advertised their products in newspapers always received favourable write ups and editorial attention. The press agents played the middlemen role between advertisers and newspapers. The business*

*notoriety at that time of giving low wages, hazardous working environment and ignoring accidental death at workplaces were sidelined with the assistance of press agents. They projected a favourable image in the media by compromising the issues.*

*John D Rockefeller (1839-1937) one of the leading business men decided to improve his 'image' through professional help. He hired the services of Ivy Lee who was a well-known publicist at that time. Ivy Lee is known as the father of modern PR in America. He was a well-known news reporter. He was the first to start a firm for carrying out PR activities. His partner was George. S. Parker. The first PR company in the US was called Lee and Parker.*

#### **Edward L. Bernays**

*Edward L. Bernays was more popular than Ivy Lee, because he devoted his life to PR. He wrote the first book on PR, Crystallizing Public Opinion in 1923. He had keen interest in the psychology of the public. He is called the founder of modern PR by many.*

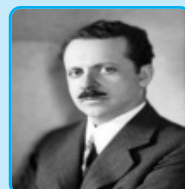


Fig 9.2

### *Let us do*

- *Construct a comprehensive definition for public relations from the definitions given in this section.*
- *Collect as many definitions of public relations as possible and conduct a discussion on the relevance of PR.*
- *Compare advertising and PR.*

### Check Your Progress

✍ What is public relations?

## Advertising and PR

Advertising is an impersonal mass communication about a product or service paid for by the marketer. Public Relations, on the other hand, is a communication process that evaluates public attitudes, identifies issues in order to create and maintain good will. Advertising is direct and explicit in nature while PR is indirect and implicit. Advertising is paid and cost-effective, while PR is not. Advertising is a short term communication while PR is long term communication project.

Advertising and PR are components of marketing mix. Advertising is a marketing communication. The four P's of marketing mix are product, place, price and promotion. Advertising and public relations make up a significant part of the promotional efforts of marketing.

## **The role of public relations officer (PRO)**

An organization's image, reputation, profitability, and its existence depends on the support extended by the public to its goals and policies. Public relations specialists are also referred to as communication specialists, media specialists, customer relationship

managers or corporate communication managers. Their clients include their publics.

Publics constitute the people who matters in an organization. They are the stake holders of an organisation. The success of an organisation directly depends on the public. For example, a business organisation's publics will consist of employees, potential employees, consumers, shareholders, investors, financial associates, distributors, dealers and suppliers, opinion leaders, media and the local community. There are two basic types of publics that are common to most organisations internal and external publics.



### Image

*Image means the mental perceptions of the person related to an object, a product, service, individual or organisation. The organisations do have an image in the minds of public, customer, employee and anyone associated with it. Some organisations favourable image, some others have negative image. The image is beneficial for organisations for achieving their objectives. There are many images viz., friendly, speedy, honest, corruptive, efficient, etc*

*Thus, the word image means a lot of things like reputation, favour, goodwill, positive opinion, credibility etc. Image is created and maintained by the publics of the organisation.*

**Internal public:** They comprise the employees in an organization. Internal communication is maintained by internal public through various channels. In the case of a school, the principal, teachers, office staff and students constitute the internal public.

**External public:** They are not directly connected with the organisation but they are really interested in the well-being and well-functioning. In the case of a school, the external publics include the parents, former students, potential students, former teachers, local community, local bodies of governments (Panchayat, Municipality and Corporation) and media.

### Tools for communication

PR specialists handle organizational functions such as media,

community, consumer, industry, governmental relations, political campaigns, interest group representation, conflict mediation, employee and investor relations. PR practitioners must understand the attitudes and concerns of community, consumers, employees and public interest group to establish and maintain harmonious relationships between them and media professionals.

For effectively communicating with the public and managing public opinion, PR personnel use various tools and techniques. They can be categorised into internal, external and digital tools.

### **Internal tools**

The communication tools which are used to address internal public of an organisation, such as employees are called internal tools. PRO writes reports to inform public about plans, policies and decisions which are to be communicated to all members in the organisation to create and maintain smooth working environment.

### **External tools**

In order to build up a positive image, the PRO uses the external communication tools such as print, electronic and other media. They write press releases and contact people in the media. They also write marketing features in the mainstream media and edit house journal. Public relations specialists also arrange and conduct programmes like media conference, trade fairs or exhibitions. For example, PR personnel arrange speaking engagements and prepare speeches for officials.

### **Digital tools**

The digital media has emerged as a powerful communication tool. PROs should effectively use digital media to project the company by hosting a user friendly website and update the content as and when necessary. Monitoring and updating social media network can also do wonders.

In addition, public relations personnel write, research, prepare materials, maintain contacts, and respond to inquiries from the public. They contact people, plan and research and prepare material for distribution. They also may handle advertising or sales promotion work to support marketing efforts.

Apart from the ability to communicate thoughts clearly in simple language, PR personnel must show creativity, be initiative and exhibit good judgment. Decision-making, problem-solving, and research skills also are important. People who choose public relations as a career should be an outgoing personality and have sound understanding of human psychology. They should be assertive but willing to work in a team and be open to new ideas. An ambitious young person who wants to take up this challenging job should have enthusiasm to motivate people.

### *Let us do*

*Identify and make a list of external and internal publics in your school.*

### **Check Your Progress**

- ✍ Distinguish between internal and external publics of an organisation.
- ✍ What are the qualities and skills required for a good PRO?

## **Career opportunities in PR**

There are a variety of careers in public relations because the nature of the work is so diverse. The broad scope of public relations jobs can be categorised into three areas: publicity, communication and training.

Publicity is the communication that aims public awareness about a product, service or subject. It is a free and favourable mention of your client in a magazine, a positive review of your client's product in a newspaper column or a recommended link to your client's web site on a popular blog. Publicity involves writing press releases to targeted journalists and all press enquiries regarding their clients and preparation of media kits distributed at interviews, press conferences and trade shows.

### **Communications**

Communications overlap considerably with publicity since one of the goals of effective communications is to garner publicity. But PR communications is also about managing the client's image as a whole, combining skills in media relations and marketing.

## **Crisis communications specialists**

Crisis communications specialists are PR professionals brought in to help a client faced with bad news. A crisis could be an accusation of corporate crime, a fire or flood at a manufacturing plant, or something as deeply tragic as a school shooting. Crisis communications specialists often serve as the official spokesperson at all press conferences during a crisis and as the point person for media inquiries.

## **Press secretaries and campaign managers**

Press secretaries and campaign managers are masters of political PR communications. A well-trained press secretary will always remain cool under sharp questioning from the media and know how to divert attention to positive news.

## **Marketing communication specialists**

Marketing communication specialist is another important public relations job. This branch of PR works closely with the client's marketing department to help launch new products or reposition existing ones. Product communications professionals come up with wording for advertising campaigns, product packaging and special promotional events

Large corporations often hire financial public relations experts to handle all communications pertaining to the financial well-being of the company, including annual earnings reports, stockholder newsletters and new investor outreach programmes.

An emerging career in public relations is that of community relations and community manager. A community relations professional is constantly looking for ways to get his client's name attached to positive events in the local community. This PR specialist might encourage the client to sponsor arts and cultural events, give money to a children's organization or send out volunteers to clean up city parks. Media trainers are PR professionals who put their media relations knowledge to train corporate executives, spokespersons and politicians on the best techniques for handling the press.

The three separate areas of public relations practise that offers new job opportunities today are:

- Corporate Communication- corporate communication officers.

- Customer Relationship Management - customer relationship executives in call centres.
- Event Management- event managers in event management companies.

### Let us do

*Collect job advertisements of PR personnel from various newspapers and analyse the qualifications and skills requirement.*

### Check Your Progress

- ✍ Enlist the career opportunities in public relations.
- ✍ Who is a media trainer?

## Professional organizations for PR

### Public Relations Society of India (PRSI)

Public Relations Society of India (PRSI), established in 1958, is the national association of PR practitioners. PRSI ventures to promote public relations as a profession, and to prepare and define the objectives of PR. Its headquarters is in Mumbai. The members of the society are public relations practitioners from multinationals, governments, public and private sectors, academics and PR consultants. The regional chapters of the society organize seminars,

lectures and discussions on various aspects of public relations. The regional chapters of PRSI, in collaboration of universities and colleges, run professional programmes on public relations for students of management, advertising, mass



Fig 9.3

communication and journalism. PRSI today has 30 chapters and 3000 strong membership. PRSI has formulated a code of ethics of PR professionals.

National Public Relations Day is celebrated on April 21. The objective behind designating April 21 as National Public Relations Day is to focus attention on the importance of public relations in society.

## International Public Relations Association (IPRA)

The International Public Relations Association was formally established in London on May 1, 1955. Today, IPRA constitutes the international forum of public relations practitioners worldwide. IPRA is engaged in promoting exchange of information and co-operation in every sector of the profession and building opportunities for professional development. India has been actively associated with IPRA.

## Information and Public Relations Department (IPRD) of Kerala

Informing the various activities of the government and promoting goodwill among the citizens are essential for the smooth sail of a government. The Public Relations department is entrusted with the task of telling people about a government and its programmes. IPRD has an organisational set up to prepare and distribute government press releases, media handbook, and other government publicity books and brochures. They also publish two magazines, *Janapatham* and *Kerala Calling*.



Fig 9.4

## Corporate Communication

Corporate communication has a bigger and wider implication than public relations. Communicating with the external and internal public is considered to be the domain of PR. It focuses on communicating with the external public through various mass media. A wider understanding of the external and internal public; emergence of digital revolution; and a comprehensive understanding of an organisation have led to the emergence of corporate communication. Presently, PR is considered to be one of the components of corporate communication. It encapsulates the functions of PR.

Corporate business venturing is now a common exercise in India since globalisation became a reality in the 1990's. Multinational corporate plays a crucial role in any type of businesses today. A company has to place its brand name in high esteem in order to

sustain in a competitive market. For achieving the objectives, a company has to strategically plan and execute communication networks with global and local perspectives. This context paved way for the emergence of a new concept called corporate communication.

Actually, corporate communication is not a new concept; its roots could be seen in ancient literature and in the social life of those periods. Persuading and influencing others to create a favourable public opinion dates back to prehistoric era. It was part of socialization and establishment of power. For example, the Greeks believed in the power of public opinion when they said 'Vox populi vox dei', which means the voice of the people is the voice of God. Emperors and kings manufactured favourable opinion by applying various tools.

But corporate communication emerged as a separate function like human resources and finance after the modernisation of our society, first through farming and trade and later through industrialisation.


The large industrial corporations that emerged during the industrial revolution in the nineteenth century paved the way for modern corporate communication. After the 1970s when internal and external stakeholders of the company started demanding more information from the company, PR practitioners subsequently started to look at communication as being more than just public relations. This is when the roots of the corporate communication function started to take final shape.

The 1980s saw a powerful restructuring trend where every function was examined on its accountability. This led many organisations to restructure communication disciplines such as media relations, advertising, sales promotions and product publicity. This restructuring of communication brought together various communication disciplines into a more integrated system of PR.

### *Let us do*

*Collect information and illustrations from various sources on the evolution of corporate Communication.*

### *Check Your Progress*

 Trace the evolution of corporate communication.

## **The concept of corporate communication**

The environment in which business organisations operate and function has changed considerably in the context of a globalised economy. Big organisations have their business interests spread all over the world. Any unethical practice exposed by the media in one part of the world can adversely affect the business prospect of an organisation globally. A business organisation operating in India will have to take into consideration the diversity factor in the country in order to function successfully. Besides, every action is under the overwhelming media scanner. The organisation is answerable to the government, political parties and communities for all that they do. There are active groups of civil rights movements, environmentalists, NGOs, shareholders and local community demanding information from business organisations. How can an organisation effectively communicate with diverse groups of public and maintain its reputation? This is a multi-million dollar question that decides the survival of an organisation.

PR department of an organisation was responsible for communicating with the media up to the 1970, according to Joep Cornellisen. The mushrooming of multi-national corporations with increased global presence, the stakeholders of the organisation began to grow. There was also an increased demand for information from the organisations. This situation made organisations to think beyond public relations to address the larger communication requirements. The concept of corporate communication gradually took shape and began to evolve.

Corporate communication began to incorporate a range of disciplines including corporate design, corporate advertising, internal communication to employees, crisis management, media relations, investor relations and public affairs. The overall objective was to focus on the organisation as a whole by projecting a corporate identity and image.

Corporate communication offers a frame work for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups.

## Definitions of corporate communication

'Corporate' originally stems from the Latin word for 'body' (corpus) and, for forming into a body (corporate). This clearly tells us the holistic approach of corporate communication.

Let's analyse a few definitions of corporate communication:

- Joep Cornellisen defines corporate communication as a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups upon which the organisation is dependent.
- International Public Relations Encyclopaedia defines corporate communication as a means of safeguarding the public image of a company and further enriching its goodwill.

## Functions of corporate communication

The basic process of corporate communication is manifested in a variety of ways. A diversity of functions is performed by the corporate communication officers in an organization.

**Counselling:** Corporate communication personnel give advice to management concerning policies, relationships and communications.

**Research:** They constantly study the attitudes and behaviour of publics in order to plan corporate communication strategies. Such research can be used to generate mutual understanding and influence and persuade the publics.

**Media relations:** The officers maintain constant contact with journalists and bloggers seeking publicity from the organization.

**Publicity:** They disseminate planned messages through selected media, including social media to further the organization's interests.

**Employee relations:** They respond to concerns of the employees by informing and motivating an organization's employees, by providing regular work, good working conditions, fair compensation, opportunity for advancement.

**Community relations:** The officers plan activities like outreach programmes for the community to maintain an environment that benefits both the organization and the community.

**Government affairs:** They directly communicate with legislatures and government departments on behalf of the organization. This is often called public affairs. It is done to expand a company's relationships with regulators, legislators, and other government representatives.

**Issues management:** They identify and address issues of public concern that would promote business prospects of the organisation.

**Financial relations:** They create and maintain investor confidence and building good relationships with the financial community.

**Industry relations.** Relating other firms in the industry with an organization and with trade associations they develop essential industrial relations.

**Special events:** They stimulate an interest in a person, product, or organization by means of a well planned event; activities designed to interact with publics and to listen to them.

**Marketing communications:** Combination of activities designed to sell a product, service, or idea, including advertising, publicity, promotion, direct mail, trade shows and special events are tools to reach public.

### *Let us do*

*Collect more definitions of Corporate Communication from different sources and discuss in the class room.*

### **Check Your Progress**

- ✍ Define corporate communication.
- ✍ Explain the concept of corporate communication.
- ✍ Are PR and corporate communication the same? Why?
- ✍ List down the functions of a corporate communication officer.
- ✍ What are the responsibilities of a corporate communication officer?

## **Tools of corporate communication**

Modern corporate communication departments use various tools to communicate with publics. Some of them are discussed briefly below.

### **Traditional Tools:**

Traditional tools of corporate communications are the following:

#### **a. Spoken word**

Spoken words are traditional means of verbal communication. Still it continues as one of the most powerful and popular methods of communication. This department prepares speeches for public functions delivered by officials and spokespersons.

#### **b. Written communication**

Printed text is one of the most important means of exchanges between an organization and the outside world. There are varieties of printed materials produced by organizations for internal and external use. Posters, notices, brochures, advertisements, annual reports, news letters etc come under this category.

#### **c. Media relations**

Good relationship with mass media immensely helps an organization. It is also wise to cultivate a balanced outlook towards press comment. The most usual way of issuing information to the press is writing news release, press conference, letters to editor etc. Anti-institutional propaganda can be tamed by using press relations.

#### **d. Photographs**

Use of photography deserves special attention. Photos of programmes by the organizations, pictures on developments and products etc are used as important documents in various campaigns. It must be striking and interesting.

#### **e. Exhibitions and fairs**

Trade exhibitions and fairs attract consumers and they can promote the organisation and its trade. It creates a festive mood which helps to make a good rapport with the public.

### **f. Audio visual media**

Audio visual publicity is one of the popular methods of publicity in the modern world. Corporate films, advertisements, and programs on particular organizations or issues are also produced as a part of visual communication.

### **g. Research**

Corporate communication is a sustained and planned activity with a definite purpose. Overall effect of media campaigns and advertisements have to be monitored through a consumer research survey. On the basis of the analysis and research activities, future communication strategies are designed and executed.

### **h. Media releases**

A release is a written document prepared and sent to the media. To inform events, new developments and any other news, corporate communication officers regularly prepare releases. The relationship with media folk is critical in publishing releases. Media releases help to establish the name and signature of the organization in the minds of the audience.

### **i. Media conference**

Media conference is a formal conference with journalists. To conduct press conference on behalf of the organisation is one of the important responsibilities of the corporate communication department. The officer in charge invites every reporter personally and assures their presence in the conference. On behalf of the organization s/he prepares releases also to be supplied during press conference. Usually management representatives and top officials may participate and deliver points in press conferences.

### **j. Brochures**

Brochure is a brief description of an organization or a product in the print format. It introduces the organization, its various functions and other details.

### **k. Newsletters**

Newsletters are printed materials that give information regularly. Corporate communication officers prepare official newsletters. It appears in the format of a magazine or a tabloid.

It looks like a letter, elucidates personal feeling by reading matters. It appears regularly as a periodical. The aim of a newsletter is to inform new developments in connection with the company.

### 1. House Journals

House journals are publications from the Public Relations department. It is just like the magazines in form and content. But they are circulated internally and free of cost. *Magic Carpet* is the house journal published by Air India to be distributed among the employees.

## New media tools

Corporate communication has acquired new dimension in the age of internet with the use of various new media tools. The most important one is social media. Social media consists of online technologies, practices or communities that people use to generate content and share opinions, insights, experiences and perspectives with each other. Social media include:

- blogs (Blogger, Wordpress)
- instant message chats (WhatsApp, Instagram).
- intranets
- micro-blogging (Twitter)
- news aggregation sites
- photo sharing (Flickr)
- podcasts
- social bookmarking sites (Delicious, Digg, Stumble Upon)
- social event/calendar systems (Eventful)
- social networking sites (Facebook, MySpace)
- video sharing (YouTube)
- video conferencing
- virtual worlds (Second Life)
- websites
- wikis (Wikipedia)

Social media not only offers an opportunity for direct and instant communication with the people but also elicit feedback. Social media marketing marks a shift from the traditional one-way output of corporate communications, to an expanded dialogue between company and consumer.






## Media campaigns

Jaishri N. Jethwani defines a media campaign as a short term communication programme making use of various media aimed at a defined target audience. It is aimed to attract audience, get awareness and persuade or motivate them to act. A social media campaign is a short communication programme making use of various social media to create awareness about a specific issue or problem. For example campaign against alcoholism and drug addiction in campuses and environmental pollution can go viral in social networks.

### *Let us do*




*Collect samples of press release, house journal, newsletter and brochure of various organisations and make a content analysis.*

### Check Your Progress

-  List down the traditional tools of corporate communication.
-  What is a house journal?
-  List down the new media tools of corporate communication.
-  What is a media release?
-  How is a media conference conducted?



### Practicals for External Assessment

-  Prepare a corporate communication tool such as press release newsletter, brochure or house journal (production work).
-  Media Release writing on a given topic.
-  Write brief notes on corporate communication tools with examples in the scrap book.



### Swachh Bharat Abhiyan

This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned a road. The campaign is India's biggest ever cleanliness drive and 3 million government employees and the school and college students of India participated in this event. The mission was started by Narendra Modi, the Prime Minister of India, nominating nine famous personalities for this campaign, and they in turn take up the challenge and nominate nine more people and so on like the branching of a tree. (ibministry.blogspot.in)



Fig 9.5

### Run Kerala Run

It is a historic event in which thousands took to the streets across Kerala to pledge their support for the 35th National Games held in Kerala from 31<sup>st</sup> January to 14<sup>th</sup> February 2015. Cricket icon Sachin Tendulkar was the first runner in the mega event.



Fig 9.6

### SEED

SEED (Student Empowerment for Environmental Development)



Fig 9.7

This initiative undertaken by the Mathrubhumi daily aims to create awareness among the growing student community on environment protection and enable them to protect the water, air and soil. The project aims to pave way for a new green culture by assembling high schools, higher secondary schools and upper primary schools in the state. The functional activities aim to strengthen the students to ensure environment- friendly growth and development. It has already won many awards including that of WANIFRA. (www.mbidseed.com).

### Palathulli

Palathulli program is a water conservation campaign run by the Malayala Manorama newspaper in Kerala, for raising awareness on the importance of water conservation and rain water harvesting. The campaign included exhibitions and video shows which were organized throughout the region. The newspaper was awarded the 2005 IPDC-UNESCO Prize for Rural Communication.



Fig 9.8

## **Customer relationship management**

Customer relationship management (CRM) is a system for managing a company's interactions with the current and future customers. It often involves using technology to organize, automate and synchronize sales, marketing, customer service and technical support.

## **Event management**

Event management is the application of project management to the creation and development of large scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. It involves studying the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event.

The process of planning and co-ordinating the event is usually referred to as event planning and can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering and emergency plans.

The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money or celebrate achievements. An event manager is the person who plans and executes the event.

## **Scope & future of corporate communication**

The future of any organisation depends on how it is viewed by key stake holders, share holders, investors, customers, employees, members of the community in which the company operates.

The strengthening of public activism and globalisation have further triggered Multi National Corporations' (MNC) keen interest in protecting their reputation. This building, maintaining and protecting the company's reputation is the core task of corporate communication professionals.

The consolidation of communication disciplines into one or a few departments enable organisations to provide strategic directions, communication guidelines and house style manuals.

There is a realisation that the communication has to be used more strategically to position the organisation in the minds of important stakeholder groups of the organisation as early as possible with sufficient corporate reputation and corporate branding.

### Let us sum up

Communication is essential for the existence of an organisation. Public Relations is the management of communication in an organisation. There are many definitions which give more insight to the concept of PR. The deliberate, planned and sustained effort to establish mutual understanding between an organisation and its public is PR. It emerged at the time of industrial revolution. The press agent at that time is now PRO, who is an important professional in the organisational hierarchy. He has specific responsibilities on his shoulder. The most important one is boosting up and maintaining the image of the organisation. He depends upon various tools and technologies, traditional and new, to build up image. Now, PR is a part of corporate communication. It is building up a corporate image by using various tools and technologies. Media campaigns are used by government and private organisations to execute corporate strategies. Customer relationship management and event management are two specialised areas that are getting more attention now and provide these professions more job opportunities.

### Let us assess

1. Discuss the functions of a PRO in an organisation.
2. Write short note on the tools of Public Relations.
3. What is the relevance of corporate communication in the present scenario?
4. What are the functions of corporate communication? Elucidate with examples.
5. What is CRM? Explain with examples.

6. Elucidate the new media tools used for corporate communication.
7. What are the responsibilities of a corporate communication officer?
8. List out the internal and external public of your school.
9. Expand the following terms.  
a. PRSI      b. IPRD
10. *Janapatham* is published by .....  
a. Kerala Media Academy      b. C-DIT  
c. C-DAC      d. IPRD

### Extended Activities

- Collect the specimen copies of some corporate communication tools and analyse the strategies of each of them.
- Exhibit cutting of press reports that tell about corporate lobbying.
- Prepare a newsletter for your school considering it as a corporate entity.
- Prepare a press release for a newly introduced product.
- Collect and conduct an exhibition of various corporate communication tools.
- Conduct a group discussion on various corporate communication strategies adopted by organisations to promote their brand name.
- Conduct a seminar of recent trends in corporate communication.

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## Glossary

Communications	The internal and external communications techniques and media that are used towards internal and external groups.
Corporate identity	The profile and values communicated by an organization.
Corporate image	The immediate set of meanings inferred by an individual in confrontation/ response to one or more signals from or about a particular organization at a single point in time.
Integration	The act of coordinating all communications so that the corporate identity is effectively and consistently communicated to internal and external groups.
Issues	An unsettled matter (which is ready for a decision) or a point of conflict between an organization and one or more publics.
Market	A defined group for whom a product is or may be in demand (and for whom an organization creates and maintains products and service offerings)
Public	People who mobilize themselves against the organization on the basis of some common issue or concern to them.
Stakeholder	Any group or individual that can affect or is affected by the achievement of the organization's objectives.
Strategies	The ways or means in which the corporate objectives are to be achieved and put into effect.