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Lesson No.

- 2.1 : Script Formats of Radio**
- 2.2 : Writing and Editing of Radio and T.V. news**
- 2.3 : Radio News - Styles and Types**
- 2.4 : Radio News Editing**
- 2.5 : Television Programme and Strategies**
- 2.6 : Writing for Radio and TV: Basic Principles**
- 2.7 : Broadcast Writing: Styles, Techniques**
- 2.8 : Television Content and Concern**

Department website : www.pbidde.org

SCRIPT FORMATS OF RADIO

OBJECTIVES

- After reading this lesson you should be able to:
- Analyse the nitty gritty behind a radio programme production
- Understand the fundamentals of script writing for radio programmes
- Know about the different types of programmes relayed on radio
- Make out the techniques used for effective presentation while listening to a radio programme
- Differentiate among various radio programme formats
- Figure out the different tools that a television writer and producer use as against the radio staff

STRUCTURE

1. Introduction

2. Explanation

Power of the Audio
Script Writing
Different Programme Formats
Some Common Points for Script Writing
Types of Radio Programmes
Radio Programme Production
T.V Script Formats
Preparing a Bulletin

3. Summary

4. Suggested Readings

5. Glossary

1. INTRODUCTION

Radio is a very popular medium of information and entertainment especially in a country like India where majority of the population is illiterate and poor. People who can neither read newspapers and magazines nor afford the luxury of a television set or movie theatres, rely largely on the radio for their daily dose of news and views. But it is not only this section of the society that the radio caters to.

Many a rich and affluent also love to listen to the radio. Housewives work to the tune of songs played on their favourite radio and the school kids solve maths sums while the radio buzzes in the background. During the rush hours, one can find radio playing in almost every car, so much so that installing a radio set was made compulsory for the taxi drivers in Kolkata so that the passengers do not get bored while being struck in traffic jams. Farmers keep their ears glued to their radio sets for weather forecast and latest development news on agriculture.. Kids, ladies, music lovers, sports fans, drivers, travelers, farmers, housewives, teenagers – all listen to the radio but they all have their specific programmes to which they tune in. There are many kinds of radio programmes that cater to different populations. All these need different formats, special attention to scripts and production styles, keeping in mind the needs and likings of their specific audiences.

In this lesson we shall try to learn how to compose different scripts for various radio presentations and how does the production process differ when the programme changes.

2. EXPLANATION

Power of the Audio

In radio programmes Spoken Word play a very significant role to make a successful broadcast. On a TV screen you can see different visuals, but in the case of radio, only Spoken Words portray different pictures on the curves the of listener's mind. TV programmes leave no scope for imagination for its viewers, but on the other hand radio programmes give you ample opportunities to the exercise the imagination power. That is why it is said that radio is a medium for intellectuals. Earlier at the time of the invention of radio, people used to call it 'Magic Box', as TV is known as an "Idiot Box".

Script Writing

Every programme over the radio, be it discussion, commentary and interviews needs a good script for a good production of the programme. In radio different programme formats are used. Some of them can be categorized as under :

1. Talk
2. Drama
3. Poetry
4. Short Story
5. Dialogue
6. Feature
7. Documentary
8. News
9. Radio News Reel

10. Radio Report
11. Serial
12. Replies to Listeners' Letters

All the above mentioned formats of radio programmes fall under the category of spoken word. Most spoken word items are broadcast from scripts even the smallest announcement made by a member of the staff.

While writing the script the author must be aware about the target audience. There are different categories of audience. Some programmes are produced for special audience i.e. farmers, women, children, youth etc. but some programmes are meant for all types of listeners i.e. radio drama, feature, documentary etc.

If your audience of a particular programme is totally illiterate then the script writer should use very simple language to send one's message, but if the audience is literate then you have the choice to decorate your language. Now let us discuss different formats of programmes.

Different Programme Formats

1. Talk: Talk may be written on any subject, depending upon the requirements of radio programme. Earlier talks were written for long duration like 10 to 15 minutes but now listening trends have changed. People don't have enough time to listen long talks. Now the duration of talks has been reduced to 6 to 8 minutes. For a good radio talk there is no need to start it with a long introduction. In the beginning only two or three lines are sufficient for the introduction of the subject and then one should come straight to the subject.

To generate more interest and for the authenticity, some important source of information may be mentioned in the talk. Otherwise a list of sources of information may be attached at the end of the talk. The script writer of radio talk must try the utmost to make the script more effective, interesting, informative, attractive and comprehensive. He must put human interest in his writing. To generate maximum interest among the listeners, maximum examples from their field of experience should be included in a talk.

2. Drama : The playwright of a radio play must be aware about the requirement and limitations of programme. A Radio play is different from T.V. and stage play as it does not use. Stage property and costumes as used in T.V. and only spoken word, music and special effects are the main tools. Radio programmes, particularly radio plays, features and documentaries enhance the imagination power of their listeners.

The script of radio play tests the creative power of the playwright. To create a situation in a radio play, words play a major role. Small dialogues with impressive vocabulary can make good script of radio play.

3. Poetry: In case of poetry no rule applies, because you can't control the imagination of a poet. The only thing required is that the poems should be written neat and clean so that during the recording poet doesn't have any problem.

4. Short Story: The same rule, as for poetry, applies for short story. But one thing must be kept in mind that lengthy short stories are not acceptable for radio.

5. Dialogue: The language of dialogue should be simple and understandable for the listener. As only two persons participate in a dialogue so the time of the dialogue should be equally divided between the participants. Dialogues should maintain the continuity of the subject.

6. Feature: Feature is a very popular format of radio programme. Feature is a dramatic presentation of facts and figures. There is no hard and fast rule to write a good feature. It depends upon the imagination of the writer. There are so many styles to write a feature. The basic thing in feature writing is that it shouldn't lose the interest of listeners. It should be in simple language. There should be a scope in the script to use music and sound effects to make the features more attractive. Short interviews, dialogues, songs, music, sound effects can be part of a good feature.

7. Documentary: Presentation of facts in a comprehensive programme is called radio documentary. In radio documentary there is little scope for dramatisation of facts, however to give new shape to a radio documentary one can use these techniques also. While writing script for radio documentary the writer must bear one thing in mind that preference should be given only to facts and realities. In radio documentary real interviews and real sound effects are used. Composed music has no place in radio documentary.

8. News: For details please consult the lesson 'Radio News-Reporting and Editing.

9. Radio News Reel: In this programme important news are dealt at length. Small and less important news do not become a part of news reel. Interviews, speeches and voice-costs of radio correspondents are included. To knit various news pieces for the news reel, we need a script. In the script only introduction of the news or function, or interview is given.

10. Radio Report: Radio report is entirely different from radio news reel. Radio report focuses on a single item, it may be a function, an accident, special story on any incident, sports events etc. In this programme script is written to knit the sequences of the events.

11. Serial: Serial means a long story to be presented dramatically in various episodes. A serial may be based on fiction or reality. Normally serials are based on long stories written by short story writers or by novelists. To produce a serial, based

on a story or novel, firstly it has to be written in dialogue form. So to write dialogues of story or novel all the principles of radio play writing apply, which we have already discussed in this chapter under the title 'DRAMA' at Sr. No. 2. The only difference is that all the episodes of a serial should end on a very interesting point so that the listener shouldn't miss the next episode.

12. Replies to Listeners' Letters: The presenter of this programme firstly reads the listener's letters and sorts them out according to different subjects like queries, complaints, etc. and writes down the complete script in consultation with the producer of the programme.

For this script all the points we have already discussed under the title TALK at Sr. No.1 apply.

Some Common Points for Script Writing

All the scripts must be written on one side of the paper. There should be proper margin on the both sides i.e. left and right, and double space between the lines. It should be typed or neatly written, so the talks shouldn't stick while recording the programme. Also ensure that every page ends with a full-stop. Doing so would help avoid fumbles or pauses which are likely to occur if you read half a sentence from one page and the other half from another page.

The title of the script, name of the script writer, date of broadcast, time and number of pages should be mentioned at the end of the script on separate sheet.

The script should be submitted to the producer in original and the writer must have the copy of the script with him.

Types of Radio Programmes

There are different methods to produce various types of programmes. In the earlier part of this chapter, we discussed only some important formats of radio programmes, but apart from them there are also some other programmes broadcast over the radio. We can divide these programmes into three main categories :

- (a) Spoken Word Programmes
- (b) Music Programmes
- (c) Spoken Word-cum-Music Programmes

(a) Spoken Word Programmes: As it is evident from the title under this category only those programmes fall which have no music spot. For example talk, discussion, dialogue, interviews, news, commentary, poetry, short story and quiz.

(b) Music Programmes : Music programmes can be discussed under the following categories:

- (i) **Classical Music :** Classical music also have two types :
 1. Hindostani Music

2. Karnatak Music.

(ii) **Light Music**

(iii) **Folk Music**

(c) **Spoken Word-cum-Music Programmes:** Feature, documentary, drama, serials, choice of film songs, jingal, spot and compared programmes fall under this category.

Radio Programme Production

Let us first discuss production strategies for different types of radio programmes.

(a) **Spoken Word Programme Production:** The Spoken Word (SW) programmes do not involve too much efforts and skills. The production of SW programmes consist of checking and vetting of scripts of talk, dialogue, poetry, short story etc. In case of discussion and interview only talking points are to be checked. The main things the producer of SW Programme keeps in mind while recording are, correct pronunciation, proper stresses and pauses and voices and flow of reading of the talker or the participants.

(b) **Music Programmes :** As we have already discussed, there are three categories of music programmes :

(i) **Classical Music**

1. Hindyastani Music

2. Karnatak Music

(ii) **Light Music (songs, bhajan, ghazal, shabad)**

(iii) **Folk Music**

There are two methods of performing classical and folk music :

(a) Vocal

(b) Instrumental.

Light music has only one form of performance i.e. vocal. Classical music has two types of forms, one is classical and another is light classical. There are so many raagas and raginis in classical music. The programmes based on these categories fall under the category of music programmes, only an expert in music can record these programmes.

(c) **Spoken Word-cum-Music Programmes**

These types of programmes are supported by various types of music depending upon the requirement of the programme. While producing a feature on any subject the producer can use suitable music in the programme. Music can also be used in drama and serials. In drama (radio play) and serials music adds new dimension in the story and the dialogues of characters. The professional and skilled

producer can give attractive shape to this production with the help of appropriate use of music at various places.

Now let us discuss the production of various formats of radio programming:

TALKS, DISCUSSIONS, CURRENT AFFAIRS, COMMENTARY, NEWS REEL, RADIO FEATURE

We have already discussed in earlier chapters about the different formats of programmes. The above mentioned formats like talks, discussions, current affairs, commentary, news reel and radio feature have more significance in radio programme.

(a) Talks : Talks are broadcast exclusively on radio. This is the most popular format of radio programmes. In this format the writer writes simply an essay type script on the given subject. The producer of the programme of talk then decides the subject and the subject expert writes the script. Talks are only given to experts of the field. Generally talks are broadcast on special occasions like religious days, national days, festivals, birth and death anniversaries of important persons, historical events, special achievements etc.

There are two categories of talks :

- (i) Independent Talks
- (ii) Series of Talks

(i) Independent Talks : Independent talks means one talk on a one subject. Topic may be any.

(ii) Series of Talks : There are so many topics which can not be covered in an independent talk. So for those types of subjects series of talks are planned, for example, we want to highlight the achievements in the field of science by an Indian scientist. This is a very vast subject. One can not cover all achievements in one talk, so you have to plan series of talks in which the subject would be dealt properly. Arrangement of talks in series is a matter of practical convenience. Three or four talks have however, reasonable chance of dealing with the subject. This method also helps to cover various aspects of the topic by different speakers. While asking a speaker to write down a talk on a particular subject, it is necessary that the scope of the subject should be explained to avoid repetition and overlapping.

Keeping in view the changes in listening trends, the format of long talks is ending in radio. Now short talks of four to five minutes duration are preferred in radio broadcast.

(b) Discussions : Discussions are broadcast on various topics like budget presentation, elections, national crisis, social subjects, or any other current topic of politics, industry, education, sports, literature etc.

In a discussion three to four persons can participate. One of them plays the part of the moderator, who coordinate the discussion and keeps track on the other participants, so that they don't go beyond the subject of the discussion. He also puts questions to the participants to make the programme more interesting and attractive. The moderator initiates the discussion and also concludes with a suitable comment on the discussion.

(c) Current Affairs : Current affairs mean the topics of present times. For example, the world cup of football takes place in Germany, the youth stage protests against the reservation policy, an actor's film is banned in a particular state for exercising his right of speech.

There are different formats of programme. Under them you can cover current affairs. First of all, all the current affairs are also covered in news bulletins. In news only the development of any current topic is broadcast. Current topics can be covered in talks, discussions, interviews, dialogues and commentaries also.

(d) Commentary : There are two types of commentaries.

(i) Commentary on Current Topics

(ii) Commentary of an Event.

(i) Commentary on Current Topics : A short but informative and comprehensive talk on any current topic with suitable comments is called a commentary on current topic.

(ii) Commentary of an Event: According to dictionary meaning commentary means continuous and number of remarks following one another while an event is taking place. Commentary can be broadcast on any live event like matches, religious and other processions, festivals etc. The person who performs the job of giving commentary is called as commentator.

(e) News Reel and Radio Feature : These two topics have already been discussed in the earlier chapters.

T.V. Script Formats :

T.V. scripts contain some extra qualities and terminology which are :-

(a) Talking-Heads :- The most skeletal news story is a 'reader' or 'liner'. This is a story read on camera by one of the newscaster with no visual appearing on the screen. It is just like radio news, the only difference is that on T.V., you see the face of a newscaster. The story finds it way into the news bulletin because there are occasions when no visuals are available.

(b) Super :- Supers are names or other bits of information superimposed on the T.V. screen. Also called ID's, they identify or explain a person, thing, place or picture.

(c) Voice-over (VO) :- Voice-over or narration is given over the visuals which may be a photograph, chart, map or graph. It is used to illustrate a story, identify a place, or simplify a complex news items with the use of graphs. The voice-over is also carried on running video footage. Newscaster begins a story on camera and shortly after its start, video-coverage appears on the screen while the newscaster continues to read.

(d) Sound Bite :- A sound bite, or 'cold bite' is a type of story that includes no video tape of the story itself (as does voice-over) but does include a brief video-taped interview with some one having knowledge about the story. The newscaster begins on camera and reads up to a certain point in the script, then the expert interviewed on the subject appears on video-tape, making a comment related to the story. At the end of the sound bite, the anchor-person reappears so as to tag the story before moving on to another news item.

(e) Stand-up :- It is a story assembled by a staff correspondent/reporter. Like the sound bite, in this story too, the news reader begins on camera and reads up to a certain point and then introduces the reporter. The latter then speaks from the location. These types of stories are considered to be the backbone of a newscast. Reporters prefer to read the stand-up while looking straight into the camera.

(f) Package :- The treatment is the same as in the case of stand-up, except that the story may consist of an interview with an expert/eyewitness apart from the reporter's footage. It is sound bite plus stand-up. The newscaster begins a news item with a brief mention of the highlights of the story and follows it up by introducing the reporter on location. The reporter then states the main points of the interspersed with interviews of the persons in the news. These commands not only fill the gaps in the report but also lend an air of credibility to the reporter's inferences.

(g) Piece to Camera (PTC) or Stand-upper :- A reporter at a news site can send to the newsroom what is called 'piece to camera' or 'stand-upper'. Here the reporter can be seen telling the story from the site. This kind of presentation immediately establishes the reporter's presence on the spot and he tells the story straight to the camera and through it to the viewers.

T.V. news reporter must get the 'facts' on each story assigned to him and he should also be able to shoot news film besides reporting the story. He should know the basic camera techniques and operations. A T.V. news reporter must have good writing skills, versatility, confidence and good educational background. He should have good voice quality besides pleasing personality and photogenic face.

Preparing a Bulletin

Planning for news bulletin is a continuous process. There are a few regular meetings of the news staff everyday, while other informal urgent meetings may be

required to sort out various contingencies. Planned stories are assigned in advance to reporters and camera crew. Some stories are research based on which research staff provides details and relevant visuals from the tape library or other sources are assembled.

Some stories may require studio recordings. If an accident occurs or some unusual event happens the producer sends his ENG (Electronic News Gathering) team immediately to shoot the story. One or two ENG teams are always kept on emergency duty and these are rushed to the spot. If the event is very important then an OB (Outside Broadcasting) van can also be sent along with two-three reporters so that the story can be covered live.

A rough shape of the bulletin is decided well in advance. A list of the sequence of the stories which are to be transmitted is prepared which contains the details of various elements of each story with the time required to transmit it. Each sheet of the bulletin script has its running order number with headlines. For clarity, a bulletin script is typewritten with a bigger type face and the spacing is double or triple for the convenience of the newsreader or presenter. The news reader marks the pauses while reading the script, and checks pronunciation of proper names and sometimes writes it in his own hand. If there are any difficult words in the copy he can request the news editor to change them. While rehearsing, the newsreader can also point out if a sentence is not clear in meaning.

The production assistant also marks the script according to his role of giving clues and stand by commands. Similarly markings are there on the producer's copy. These markings indicate the source of tape or a still or graphic, duration, exact word when the command should be given to time it perfectly, counting the possible reaction time. A copy of the script also goes to the Teleprompter operator where it can be seen by the newsreader while looking at the camera. The speed of the Teleprompter can be controlled by the newsreader from his Seat.

T.V. news bulletin's each page has the initials of the editor and the stenographer, the time of bulletin, and the date. There is also the running order number which indicates where the story will be telecast in relation to other stories in the bulletin. These indications and the slugs are not read by the newsreader.

When the bulletin is read by two newsreaders, the script has to identify who is presenting what. 'HOLD' indicates that the newsreader has to stop here and wait for cue to read the next sentence as a VCR VTR is being rolled or teleprompter is putting out something.

The news bulletin on T.V. is telecast live and thus has to be made error free. Time is to radio/television what space is to a newspaper. The newspaper's space is

expandable, but broadcast time is not. Time limitations force broadcast persons to be highly selective in the stories meant for inclusion in news bulletins.

3. SUMMARY

Spoken Words play a significant role to make a successful broadcast. In radio different programme formats are used. All the radio programmes are read out from pre written scripts. This applies even to the smallest announcement made by a member of the staff. While writing the script the author must be aware about the target audience. The literacy level and socio economic status of the listener must be considered along with the geographic location. Listening interests vary among rural and urban audience. Also listening trends change over the times. Past and present day audiences' tastes are immensely different. Many kinds of programmes are relayed on the radio for different kinds of audience. These include: Talks, Drama, Poetry, Short Story, Dialogues, Features, Documentary, News, Radio News Reel, Radio Report,

Serial, Replies to Listeners' Letters etc. A script writer must always put human interest in his writing. Small dialogues with impressive vocabulary can make good script for a radio play. The script must be neatly written so that the reader does not face any problem during the recording. Dialogues should maintain the continuity of the subject. Usage of simple language to maintain the interest of the reader is the key to writing a good script for a radio programme. Presentation of facts in a comprehensive programme is called radio documentary. To knit various news pieces for the news reel, a good script is needed. Radio report focuses on a single item. Each episode of a radio serial should end on a very interesting point so that the listener does not miss the next episode.

To help avoid fumbles or pauses which are likely to occur if the script is not properly written, some basic cautions must be observed. There are different methods to produce various types of programmes. Three main categories of radio presentations are Spoken Word Programmes, Music Programmes, and Spoken Word cum Music Programmes. Main things that a radio producer keeps in mind while recording are correct pronunciation, proper stresses and pauses and voices and flow of reading of the talker or the participants. Skilled producer and efficient script writer can give attractive shape to their programme by judiciously using appropriate interventions. Talks broadcast exclusively on radio, are the most popular format of radio programmes. Two categories of talks are Independent Talks and Series of Talks. In a discussion three to four persons can participate. One of them plays the part of the moderator. There are two types of commentaries: Commentary on current topics and Commentary of an event. Talking heads, supers, voice overs, sound bits, stand ups, packages are some of the terms and fixes that TV producers and script writers can

incorporate in addition to their radio counterparts. Planning for a news bulletin is a continuous process. Time limitations force broadcast persons to be highly selective in the stories meant for inclusion in news bulletins. Their efficiency, caution and zeal to give out a good programme make the audience enjoy their radio experience.

4. SUGGESTED READINGS

- M. S. Kiver : Television Simplified (7th ed. 1973)
- R. Armes : On Video (1988)
- K. B. Benson and J. C. Whitaker : Television and Audio Handbook (1990)

5. KEY WORDS

SW : Spoken Word

VO : Voice Over

PTC : Piece to Camera

ENG : Electronic News Gathering

OB : Outside Broadcasting

VCR : Video Cassette Recorder

Teleprompter : A screen that displays the script in front of the presenter of a television programme.

Serial : A long story to be presented dramatically in various episodes

Supers : Names or other bits of information superimposed on the T.V. screen

Voice Over : narration is given over the visuals

Writing and Editing of RADIO AND TV NEWS

OBJECTIVES

After reading this lesson you should be able to:

- Gain knowledge of various news gathering sources
- Know about the news room set up of radio and TV
- Understand which devices can be used for gathering news
- Develop good news gathering skills and styles
- Discover what are news styles and how to have an effective style.
- Have an insight into principles and ethics of gathering good news.

STRUCTURE

1. Introduction

2. Explanation

2.1 Gathering News

The staff
Newsroom
Local News Gathering Sources
Equipments
News Gathering Skills

2.2 News Styles

Need of Good Style
Considerations for Composing Good News
General Rules/Principles for Style
Ethics of a good reporter

3. Summary

4 . Suggested Readings

5. Glossary

1. INTRODUCTION

Radio and Television were started in India with a view of providing information, education and entertainment to the people of the country. Though most channels on these audio and audio visual media seem to be fulfilling only the function of entertainment through soap operas, films, game shows and anchor based shows, there are many exclusive news channels to cater to the information

needs of the public. There is however a basic difference between the printed form of news and its audio visual incarnation. The journalists, reporters, readers and producers of these bulletins must completely understand this difference. There are many ways and sources of collecting news. One also makes use of various technologies. But in the name of sting operations, journalists sometimes make unethical use of their sources. It is very important to understand the method of gathering news and to use it correctly. We shall deal with ethics in other units. You as students of mass communications may go into the field of broadcast journalism in the future. This lesson shall help you understand the basic techniques of gathering radio and TV news and the different news styles followed in radio and TV bulletins.

2. EXPLANATION

2.1 Gathering Radio & T.V. News

The Staff

People listen to radio news when they need to know quickly what is going on. Radio news is simple and short. It is up to date and concentrate simply on reporting the facts. Newsrooms vary in size depending on the radio station; however, there is usually a similar structure of staff that does specific and necessary tasks. Job titles vary from country to country and commercial radio station. In India, the set up of AIR & DD News staff is as follow.

Director General (News)

Deputy Director General

News Editor

Asst. News Editor

News Reader

Note :- News Producer in the news section cover the various VVIP coverage's and its Photo/Audio Clippings for the News.

As per our syllabus, in this chapter we have to focus on Radio & T.V. news gathering. Let us now discuss the various sources of these organizations employed to gather news.

News Desk/News Room

Internal Set up their own our Sources

1. Senior Broadcast Journalist or News Producer
2. Reporter.
3. Personal News units

External Set up.

1. Independent News Agencies like UNI, PTI, BHASHA etc.
2. International News, Agencies ANI, IRN, GNS.
3. Sky news Radio (SNR)

- | | |
|---|---|
| <ul style="list-style-type: none"> 4. National News unit 5. Radio News Agencies | <ul style="list-style-type: none"> 4. Digital News Network (DNN) 5. Global Radio news (GRN) 6. Local News. |
|---|---|

Sources of Local News Gathering

1. Emergency Services - Hospital, Police Station
2. Press Releases, Press briefing
3. Public utilities.
4. Politicians and councils.
5. Listeners.
6. Colleagues.
7. Pressure Group
8. Freelance Journalist
9. Rivals.
10. Our own stations
11. Cross Media channel - Private channel, Radio, T.V., Local cable, The Internet.
12. NGO/ philanthropist.
13. Different Institution - Educational, Religious, Social,
14. Exclusive stories : Community Hall, Hospital, etc.
15. Meeting Places, Hall, Exhibition etc.
16. Order of courts, unit Petitions /etc.

The newsroom is the junction and the biggest house of news area of **input** into a Radio station. News releases, letters, phone calls, tip offs, faxes, e-mails etc are other information of news generation services and medium of communication.

To gather the News one must interact as well as make friends. The reporters are allocated to stories. Each is briefed and given all the relevant background information from the diary file. 'Zile di Chitthi' is relevant and suitable here. Duty Editor may also suggest who should be interviewed.

Now in these days, News papers, headlines and main coverage along with Editorial pages are also good sources for News analysis in some other 'Prabhat' and morning news for DIR National News and DD News and morning tips for fun channel News at local level.

Some times incidents are very important which need daily coverage what, where, why, when how it is going on. Tsunami affected area, Gulf war, Afghanistan area and American forces role required daily beat. Many channels like Star T.V., Aaj Tak, Zee. T.V., etc send their reporters permanently for the coverage.

Company reports, Business News flashed by private company to publicize their machinery and Production. Even they are the persons who run the administration machinery day to day.

Release of new films is also other source of news gathering, Film reporting.

Equipments Used for News Gathering

1. Audio tape Recorder.
2. UPTR - (Nagra) for Audio recording Purpose by AIR
3. Camera
4. Self presented for print Media by noting
5. Personal appearance while going through in normal life.
6. Internet, Mobile, Telefax/telegraph

Reporting is a journalist's world for the collection of data, for the gathering of facts which deals with current events and contemporary issues. Reporting is an art, the skill, the business, the profession of gathering information for immediate use.

Dear students we have discussed means of News gathers at world level but in our Indian system to make and maintain the healthy and harmonious society/environment:

1. Government functions in connection of Achievement/celebrations.
2. Social function
3. Peace time.
4. War time.
5. Internal disturbances (special operations/rots/celebrities etc)
6. Elections and results.
7. Development Activities/Schemes.
8. Science Research & Development/Discoveries/inventions.
9. Political Functions.
10. Religious Functions.
11. Controversial Issues.
12. Human Interest.
13. Forces, Defence/Military stories/ Bravery
14. Sports
15. Finance
16. Sessions/Budget/debate.
17. Visits of dignities/ guests/ Ambassadors/ High commissioners.
18. Special Days.
19. Remarks events/Achievements.
20. International Issues.
21. General Information especially for human

Radio/T.V. News has place for Sensational yellow journalism stories because these for common people.

Skills for Gathering News

The Correspondents/Reporters must use the following skills to gather news efficiently.

1. Seeing and hearing
2. Taking Notes.
3. Finding Information.
4. Asking Question
5. Checking and verifying information
6. Analyzing and interpreting information
7. Good command in writing, and communication skills.
8. Familiar about local defects/languages.
9. He should have all the qualities of good public Relations
10. Sensibilities of time of bulletins/ and competition world of News Channels.

ACTIVITY

Write an assignment on a major News Story of your area from original sources and briefly explain the steps which you have taken to gather the News.

2.2 Radio & T.V. News Styles**Need Good Style**

Someone has said, style makes the men : The style in which one expresses one thoughts matters a great deal in creating a total impression that a piece of News.

An effective style of presentation can be achieved by constantly reading great writer in one's language words, adjectives and adverbs, sentences and paras have to be put together to make reading satisfying, pleasurable and memorable experience.

Radio & T.V. News style is different in view of news, media limitation, time, spoken words, character, region of presentation. Being a mass media, it is medium of information for intellectuals as well as laymen alike. Farmers, labourers, women, children and educated class including those who are leading the society, country, community, religion, party all rely on mass media equally.

We have already mentioned many characteristics in script format chapter for different programmes like plays, Tasks, Discussion, Interviews, Orematised short stories, Dialogue, Commantries, announcements slogn, Promos, Songs, Feature, Documentries, News Current Affairs Programmes and News based Programmes, Radio Bridge, Symposium, etc.

We have some hard and fast principles to follow the Radio & T.V. News which makes the different style for this purpose.

News comes under the spoken words programme. This kind of item does not involve much efforts and skill. It consists of writing, checking, vetting and talking. News reader and News Editor should keep in mind the following points:

1. Correct pronunciation.
2. Proper Stress
3. Proper Pauses.
4. Voice flows
5. Voice Quality
6. Flow of Reading
7. Grammatical meters, Punctuations etc.

It is noted here that there is need to divide the News style into parts (1) writing style (2) Presentation style/reading style.

Note: - (Above said points are also helpful for our student to read the topic of spoken word, as well as "Thinking Audio. You can take some points from this chapter to prepare that chapter)

Any news story can be written/visualised in a number of different ways. There are some basic feels and techniques/styles which help us as a good journalist to deliver news to our listeners.

Consideration for Composing Good News

1. Convey the story

Good news writing is the symbol of good journalism. Writing for this media is deceptively simple. It should reflect that telling/conveying the story to anonymous, not making ministerial like pronouncement.

There are a number of basic languages rules designed to create better writing and production of programme or News. The list is not exhausted and many kendras style guide have their own favourite. There are few dos and don'ts as below:

1. Use specific words (Such as red and green) rather than general words such as brightly coloured.
2. Use concrete words (Such as 'rain' or fog) rather than abstract words as bad weather.
3. Write in clean, crisp, concise, compelling and non stifty way. Word should not sensatisalised tabloid news papers :
Example : Fire fighters wearing breathing appartus have been battling a massive blaze at a retail store. Real people say : 'There is a big fire at a shop in the town centre.
4. Use plain words (such as beggan, 'said' 'end' rather than pretenious words - such as 'commenced', 'stated', 'terminated'.

5. Don't overdress the story with emotive or dramatic words 'astonishing', 'staggering' or 'sensational'
6. Don't use unnecessary words as - plans are being drawn up or 'there' more to come later.
7. Don't use unknown quantities as 'very', 'really' and quite.
8. Don't qualify absolutes. Something is not 'quite impossible', It is impossible. It is not 'glaringly obvious' or most essential.
9. Don't use word 'incident' when you mean murder shooting accident or explosion.
10. Don't use the word 'just' when it add information as in 'The Council leaders' just back from London : Do you mean in the last few seconds, minutes, hours, days or weeks.

2. Grammar : Grammar needs careful attention. Singular and Plural. There is a thought to say that some of the basic grammatical rules of writing English are irrelevant on Electronic media. For example, split infinitives which are gramatically incorrect but sound acceptable. (the classic star Trek Line' to boldly go' instead of to go boldly', Each newsroom will have its own style, bt in general we should try to be grammatically correct without compromising the sound of your news writing.

3. Contractions : What we write, should use all the normal contractions used in speech. Contraction make broadcasting sound much more natural and conversational.

e.g.	it is	It's
	He is	He's
	Do not	Don't
	I am	I'm

At the start of sentences, it is better to use a contraction when the third word is 'is'.

4. Punctuation : Do not use commas or dashes, use dots instead.....like that ! full stop (.) is of course essential. It helps the eye of newsreaders pick up the sense of what you are writing for better. We shall also find it easier to write the script and read it on air if you give each sentences a new paragraph.

Do not try to read quotations on the Radio/T.V. when they are long. This confuses the listener, who may lose track of who is actually saying what. Is it the news reader or the Person he is reporting ? But if it is important, give more stress e.g. The Prime Minister accused the opposition of cowardice and hypocrisy" over the issue, a pause on each side of the quotation helps to make it clearer that these words were actual.

5. Jargon : The sources of jargon are usually concils or the emergency services. e.g. the police and ambulance services use terms like fractured famur' when we would say broken thing: There are some other words.

Assistance	(help)
Request	(Ask)
Terminate	(end)
Released	(Cut free, Sent home)
Absconded	(escaped)
Sustained injury	(was hurt)
Decamped	(ran off)

6. Journalise : Our news Editor of electronic media easily catch the legecy of news paper particularly headline english this word of style is useful because confined space of headline but these type of words do not belong to audio/visual media.

- too often we 'bid' instead of attempt;
- slam instead of criticize
- probe instead of investigate
- axe instead of cut
- massive instead of big
- more thing seems to plunge then fall;
- these are 'tots' instead of young children.

7. American Style to be avoided : Example : The word 'Schedule' which is often heard on air as 'sked-yule' rather than 'shed-yule'.

Army rank 'Lieutenant' Pronounced in American way as lootenant, instead of standard English 'Leffttenant' If we cannot adopt our language correct, it will reduce the credibility and effectivity.

Dates : 'There weeks from today' rather than August 27th or next Febraury rather than February 2006, or next Tuesday rather than September 27th.

Numbers : Only use figures if it is must. Always write the numbers, so that it is easy it read.

500,000	becomes	500 thousand
5600	becomes	5 thousand 6 hundred.
80	becomes	80 pounds
2.80	becomes	2 pound 80.

Never use complex numbers. Always round them up or down.

8.6% becomes nearly & percent.

6, 788695 becomes almost 7 million pounds.

Names : use christian name rather than initials. Prefix is not necessary i.e. Brad pitt only be pitt Roman keeting only be keeting.

Titles : It is more logical in Radio/T.V. for a person's title to come before their name. e.g.: The council chairman. Vasant Sathey rather than the newspaper style, Vasant sathey, the council chairman, The role of the person speaking is more valuable than their real name.

8. Truth basis in writing style

There are frequently untruths in New writing style. e.g. the use of plural for singular as in BJP councillors are demanding.....when you know of only one councillor.

9. The News Agenda

Bulletins are governed by station's news agenda; the policy set which determine which stories are covered in what way and in what style.

10. Bulletin style

The style of a bulletin is not merely down to the stories cover by the News Editor. It is also the words chosen in writing, how it is read, duration of clips, the duration of bulletin, it is presented dry, or over a music bed.

11. The Passive voice

The active voice has its place. And when it needs, the passive voice highly useful :

Smith was struck by a pitched ball.

A pitched ball struck smith.

It is clearly shows that subject matter, the Ist sentence is the more usual.

12. Personal Style

News style deals with mechanical matters and with consistency. It presents some guidelines for clear and accurate writing and it establishes some matters of news room policy. News style offers some useful and workable guidelines for organising and writing News stories. So obey the newsroom style book and still develop your own style. Personal style will develop over time, it will not develop not a single night. You have mastered the arbitrary and structured aspects of news style and the basic news story structures. This personal style will not be matter of punctuation, capitalization or obbrevation. It will be matter of your choice of words, range of your vocabulary, your ability to coin figures of speech, your ear for speech and eye for scene vision, expression, colourful words, matter of sentence, rhythm of your prase, clarity of thoughts, logical presentation of your ideas. This style is not included the style book of News room.

13. Style book influences

One of the major influences on News style to dry is the AP style book and Libel Manual published by the Associated press. Which is the guidelines of policy of organiser (News Paper, Electronic Media). Such matters titles, racial descriptions, sexual stereotyping the use of epithets, vulgarities, profanity and obscenity, use of legal, technical, scientific terminology :

News Writing by : George Hough.

General Rules/Principles for style

Structure for News story in () inverted Pyramids parts lead, body and tail. It has certain set up of format and pattern. The basic purpose of is to deliver the glimpse of events, factual accounts which is concise, these and matter of fact. Time factor, space, proximity factors, coverage stories, visual presentations, personal opinion ungues, clarity, simplicity, short sentence, effectivity, no room for repetition, codes of D.I.R and Doordarshan as well as channels policy, no superflours words.

News style should have tell factual knowledge and condition in first half, than factual condition of the second half and then of course the condition of in between portion.

Ethics

Ethics is a code of moral principles. It is the value system relating to conduct by which the rightness or wrongness of action is determined. It is also important here to present circumstances beneficial for public welfare which above than style of News, legal setup what to do or what to do not do.

Radio and T.V. are the most far reaching and persuasive media ever developed and, therefore, bear a greater ethical borden.

An eminent American Editor, Standby walker has said, News is more unperdiatable than the winds. Sometimes it is repetition of tales as old as the pyramid with new characters and again it may be almost outside the common experience.

Following are the categories of developments that make news and style:

Novelty, Personal impact, money, crime, sex, magnitude, religion, disaster, humour, the under dog science entertainment weather, food, minorities. fashion, values and ethics, Rules and regulations and this information should be correct, objectives, fair, balanced, accurate precise and to the point, Moreover five and one is i.e. when, where, who, why, what, How are the heart and soul of a well and Properly written news item in a good and impressive style. Again this style of written, presentation have a wide impact if it.

1. Interests people directly.
2. Makes interesting listeners, audience.

3. Is a clear statement of facts of an event.
4. Concerns what people are interested about.
5. Is an event that effects the listeners life.

3. SUMMARY

Radio news is so simple and short it is up to date and has to concentrate simply on reporting the facts. The set up of AIR & DD news staff includes the director general, deputy director general, news editor, asst. news editor, news reader (in the hierarchical order) and news producer. The news room has internal and external set up to collect news. For local news, the correspondents rely on many official and personal sources. A good journalist is one who knows where to get his news from. There are a number of news gathering sources to choose from, but they must be reliable and dependable. Camera, tape recorder, mobile, internet and many other modern devices are used by the reporters to gather appropriate facts. However, utmost care must be taken while using such equipments, not to defy the law. Contempt of court, slander, copyright act violation should be avoided in the eagerness of news gathering. Here the skills of a reporter come to his rescue. Using his personal and professional learning, he must decide and do the right thing. Correct pronunciation, proper stress, proper pauses, voice flows, voice quality, flow of reading, grammatical meters, punctuation must all be considered while composing news. Ethics, basic language considerations and following certain professional rules makes a good audio an audio visual news composition.

4. SUGGESTED READINGS

- K. B. Benson, *Television Engineering Handbook* (1992)
- D. E. Fisher and M. J. Fisher, *Tube* (1996).

5. KEY WORDS

- **Radio** : Transmission of programs for the public by radio broadcast
- **Television** : The transmission of dynamic or sometimes static images, generally with accompanying sound, via electric or electromagnetic signals
- **NGO** : non government organization
- **Jargon** : The specialized or technical language of a trade, profession, or similar group
- **News** : New information, especially about recent events and happenings

RADIO NEWS — STYLES AND TYPES

OBJECTIVES

After going through this lesson, you should be able to:

- Understand the meaning of News.
- Differentiate between radio news and news form other media.
- Know about different types of news bulletins.
- Know about the different topics on which radio news can be presented.
- Analyse the qualities of good radio journalist.

STRUCTURE

1. Introduction

2. Content Presentation

What is News

What is Radio News

Types of Radio News Bulletins

Reporting of Radio News

Categories of Radio reporting

Check points for a Radio Reporter

3. Summary

4. Suggested Readings

5. Glossary

1. INTRODUCTION

The television and films are very popular among the laymen for entertainment. This might lead one to believe that radio is losing its popularity. As far as the news is concerned, newspapers are read extensively. For the illiterate population, there are the twenty four hour news channels with attractive dramatized programmes. Then do we actually need to care about the radio and its news broadcast? The internet is fast catching up to offer this medium of only voice, a tough competition. Despite all this being true, despite the information technology and new inventions claiming their shares in the audiences' minds, radio still continues to rein the scene. With the FM Channels topping the popularity charts,

there remains no doubt about the powerful reach of this medium. This massive impact of radio makes it extremely necessary for us, as future journalists, to understand the difference between the heard news and the seen news. (Radio Vs TV and print).

In this lesson we shall try to understand the basics of Radio news reporting, the various kinds of radio news bulletins and how to make them effective.

2. CONTENT PRESENTATION

What is News

According to dictionary meaning, the piece of fresh information on any subject is called news. In other words, the report of what has most recently happened is news. But all new information on any topic may not be news for every person, because different people have different taste to information. For instance, a politician may not consider the victory of a hockey team of his country over the neighbouring country, big news, but on the other hand the resignation of a chairman of a corporation or a board would be big news for him.

There are so many definitions of news. You must have heard a well known saying; when a dog bites a man, it is no news, but when a man bites a dog, it is news, it means unusual happening is called news, but there are other factors also, responsible to make news. Among these factors economy, politics, international affairs, religion, industry, business etc. also make news. So we can say that anything new that happens under the sun can be news. We may also illustrate the word News like this; any new information that comes from N- North, E-East, W - West and S -South is a news.

In the present day, there are a number of media to disseminate the news, but in early days of 20th century there were only newspapers and radio — the main medium of getting latest and day-to-day information. Now we have newspapers, radio, T.V., internet, E-mail, Fax, Photo fax, Telex Teleprinter and telephones to get new information from different sources. Though T.V. has emerged as one of the latest medium of news, views and entertainment, even then radio commands, its sizeable listenership around the world. Radio is still the biggest means of mass communication.

What is Radio News

With the advent of communication revolution, one can get news from Radio, T.V., Newspapers, Internet and even on telephone. In 1998, All India Radio (AIR) started a news service i.e. 'news on phone' round the clock.

Radio news is different in many ways from T.V. and newspapers. A reader of a newspaper can read the news of his choice from the pages of the newspapers. He can read the same news again and again and he can also shift from one page to

another. But on the other hand a radio listener has no such type of choice. He is bound to listen to the news which is being broad cast. Radio has so many limitations of such type.

A newspaper can give details of a news story, but on the other hand radio can not. Radio gives the latest information regarding any incident. To read the latest information regarding a particular incident, a newspaper reader has to wait for twenty-four hours, but radio bulletins provide you the latest development hourly.

Thanks to the mobile phone, now radio broadcasts the details of an incident live from the site. When in Dec. 1999, an Indian Airline Kathmandu to Calcutta bound flight was hijacked by the militants, at that time only AIR broke the news first and it was only BBC's correspondents who reached at Kandhar (Afghanistan) to give the details. When the hijacked plane was released at Kandhar in the evening of 31st Dec. 1999, BBC's Hindi service Correspondent posted at Koita (Pakistan) managed to reach the Kandhar airport and from there he broadcasted on satellite phone. At that time the Hindi transmission was on air, at 7.30 p.m. on the other hand Doordarshan also planned live telecast of the arrival of the released passengers from Indira Gandhi Airport in New Delhi, on 31st Dec. 1999, but the poor planning failed the telecast. The newspaper came next day with full details. But BBC took the lead.

Same thing happened after the assassination of Mrs. Indira Gandhi in - 1984. Mr. Rajiv Gandhi was away to Orissa. Then he got the message but to confirm the message, he switched on radio to listen to the BBC news. From BBC's news bulletin he confirmed the news.

You might have noticed during a military coup in different countries, the newspapers and T.V, quote the radio of the particular country to give authenticity to the news.

In fact, radio gives news very quickly in comparison to the other media. Whenever an accident happens radio correspondent picks it up quickly and despatches to news room for broadcast in the next bulletin.

So finally, we can say that the main aim of radio news is to give the latest information to its target audience. Radio news does away with the background of the event which might seem less important and the less interesting details of the particular incident. Even the Radio gives the minor details, side light and other related aspects of a particular story, but not in news bulletin rather in other programmes like special radio reports, newsreels and interviews.

Types of Radio News Bulletins

- A. General News Bulletin
- B. Sports News Bulletin
- C. Business News Bulletin
- D. Special News Bulletin
- E. Human Interest News Bulletin
- F. External News Bulletin
- G. Regional News Bulletin.

Different radio networks in different countries have different set-ups of news broadcast, for example, in India, we have a very big broadcasting organization All India Radio (AIR) has its own news set-up called News Service Division (NSD).

NSD broadcasts hourly news bulletins in Hindi and English. It also broadcasts several news bulletins in other Indian languages. Generally, the main news bulletins are of ten minutes duration but hourly bulletins are of five minutes each in Hindi and English.

A. General News Bulletin: As we have already discussed that AIR broadcasts hourly news bulletins. These bulletins are known as general news bulletins. The bulletins consist of international, national and some news from regions of national importance. BBC(British Broadcasting Corporation) also broadcasts news-up-dates round the clock.

B. Sports News Bulletin: Keeping in mind the interest of listeners regarding sports events, AIR started its special sports bulletins. There is another reason to commence the broadcast of sports news bulletins. You might have noticed that sports news gets last place in every general news bulletin. That is the main reason that special sports news bulletins were started. In there special bulletins detailed sports stories are covered.

C. Business News Bulletin: After the concept of globalisation and liberalisation many news fields have been explored. People want latest information. Now the age of specialisation has come, so radio can't keep itself behind the other media. In our country, AIR has also started business news from its Metro F.M. Delhi, BBC also broadcasts market news in its different transmissions.

D. Special News Bulletins: Special news bulletins are broadcast in some special circumstances like election results, war time and during some other emergencies.

During the Parliamentary elections and Assembly elections special election bulletins are broadcast. AIR also broadcasts election bulletins. When in Dec. 1999,

an aero plane of India was hijacked, All India Radio scheduled special half an hourly special news bulletins.

E. Human Interest-News Bulletin : The unusual happening, inventions, extra achievements by ordinary man etc. which have some special story to tell to the listeners become part of these bulletins.

F. External News Bulletins: Almost every country's radio network broadcasts special programmes for other countries. News is considered the most important part of the programmes. In fact, these programmes are broadcast to influence the international community. For example, BBC and VOA (Voice of America) broadcast special news in different languages of the world.

G. Regional News Bulletins: These types of news bulletins are broadcasts at state level radio stations and even from local radio stations (LRS). These bulletins focus on a particular region. For example, AIR Chandigarh broadcasts two regional news bulletins in Hindi and Punjabi daily. Hindi bulletins are concentrated on Haryana and Punjabi on Punjab. Similarly Radio Kashmir and Jammu also broadcasts regional news bulletins in Dogri and Gojri languages.

Radio News Reporting

As we have already discussed, the radio always takes the lead to broadcast news in the shortest possible time as compared to the other media. A media consultant, based at Geneva, Michel Kedges writes in his write-up 'Radio-Reaffirms Role in Disasters' (Radio World - 5 Jan. 2000), "When disaster strikes, most media have difficulty in reaching their audience. The internet fails without wires. TV fails without wires. But radio gets through."

Why radio does work during disasters? The main reason behind this fact is that radio is an oldest electronic medium, which has already established its reliability. The second thing: radio set needs no electric supply through wire and nor any antenna. And the last but not the least, radio fulfills its commitments with its listeners. Radio news is the most heard.

Reporting

Reporting news is to collect new information from different sources and to rewrite them in the language of radio and transmit them to news room for further processing at the news editor's end.

To work for radio reporting in the field is not as easy as for newspapers. Because the newspaper reporters only write down the facts of an event but a radio reporter is supposed to record something from the scene. So sometimes it becomes very difficult for a radio reporter to get something recorded.

To understand the proper working of a radio reporter, we can divide radio reporting into 16 parts

1. Social Functions reporting
2. Government Functions reporting
3. Peace Time reporting
4. War Time reporting
5. Internal Disturbance reporting (Communal riot etc.)
6. Election Time reporting
7. Development reporting
8. Science reporting
9. Political Functions reporting
10. Religious Functions reporting
11. Controversial Issues reporting
12. Reporting Human Interest Stories
13. Defence Forces reporting
14. Sports reporting
15. International Issues reporting
16. Finance reporting

So these are some of the main fields from where a reporter has to collect news for radio. While reporting for the radio, a radio reporter must keep in mind that he should report only the facts of the issue. Radio reporting has no room for table stories or sensational news, because radio is being listened to by a common man.

Categories of Radio Reporting

Now let us discuss the above mentioned categories one by one.

1. Social Functions: There are so many social organisations, that organise various functions on different occasions. It is not mandatory to cover all such functions for radio news, but a radio reporter must be aware of the importance of the function. Some times these organisations release press notes, so importance of the function can also be judged from press note.

2. Government Functions: All the state governments have their own public relations departments to make liaison with press and electronic media. Though every government. is crazy to make its publicity through newspapers, radio and T.V., yet it does not mean that media should fulfill its desire. A radio report must cover the government functions which have some social relevance. The news must have something new for its listeners.

Some times the ministers only issue statement just to find place in different media. These types of statement do not find any place in radio news. However, the policy, statement of the particular government is definitely included in radio news. The Public relations departments of respective governments are responsible to issue press notes regarding the government activities and policies.

3. Peace Time: During peace time a radio reporter must give emphasis to report developmental, political, social and religious activities. During normal days a radio reporter finds it difficult to locate a news item. So in these circumstances he has to do a lot of work to find a story for radio to make its presence felt. So, reporting during normal times is not so easy because when there is no news a reporter is bound to find some news for his radio.

4. War Time : When there is a war between two countries it becomes very difficult for a radio reporter to cover the real happenings on the war front. During war times a radio reporter has to observe so many limitations while reporting war events. A small and simple mistake of the radio waves crossing the border may cause havoc. During wars, countries involved in the war, monitor the radio transmission of the opposing side for any signal of the enemy. So while releasing stories from war front a radio reporter must consult the defence authorities.

5. Internal Disturbance : Some times some unusual situations arise in a country. For example, clashes between two communities, clashes between police and strikers, police and rioters, police and spectators of a match, police and political workers, police and students etc. So during these types of crises a radio reporter has to report to his news room with the latest developments.

During these types of crises a radio reporter has to observe utmost care while reporting the facts. He should not write his story without confirming the facts and cross checking from the authorities concerned. Whenever there are communal riots or tension he should avoid disclosing the names of communities involved in the crises.

6. Election Time : In our political set-up, it becomes very difficult for a radio reporter to give proper and balanced coverage to every political party and candidate. One should not be biased while reporting during election times. It is fashion of the day that some influential political parties manage to hire reporters of different media and so many times they succeed to plant cooked stories to influence public opinion in their favour. But this practice is considered unethical from the journalist's point of view. Media plays very important role during elections to mould public opinion. So a media reporter in the field should present the real and true picture of the political scenario so that people can make their mind in favour of their respective candidates to exercise their franchise.

A reporter must keep with him the background history of the respective constituency of different candidates and political parties to use in his reports time to time. He should also establish links with different candidates and parties as well as with the administration.

7. Development : Many times development projects also make news. So one should keep his eyes and ears open to report development stories in different news bulletins. An opening of a Govt. Hospital, a road, a bridge can also be a part of radio news, because these facilities are directly linked with the general public.

While reporting these types of development stories a reporter must report all aspects of the project. Views of different sections of people being benefitted from the project may also be included in the story. If the reporter comes to know some short comings of the project then he should take the view of the authority concerned and write his story, incomplete story should not be filed for broadcast.

8. Science : While reporting science events, a radio reporter must keep one thing in his mind that he should write his story in simple language. The difficult science terms should be avoided so that a common man can understand the story.

9. Political Functions : All political parties are publicity minded. They all want that their every activity should get more publicity in media. Every function of any political party can't get coverage over media. So it depends on the radio reporter. He shouldn't be biased against a particular party. A radio reporter must be aware of the level of his target audience.

10. Religious Functions : Only those religious functions should be covered for radio which have some social relevance. No controversial religious events should be covered to avoid social tension among different religious communities. A radio reporter must be aware of these types of tactics of political parties.

11. Controversial issues : Controversial issues should be covered with utmost care. A radio reporter should not take side of a single party. He should present the facts of the story. He should not give his observations in his story. He can project the views of people of both sides involved in the issue.

12. Human Interest Stories : A radio reporter must always be in search of human interest stories. These types of news stories break the monotony of news. Whenever an unusual thing happens a radio reporter must cover the story for the news bulletin.

13. Defence Forces : While covering the stories regarding defence forces of the country, permission should be taken from the appropriate authority. PR men of Defence Forces should be involved in this process to do a good story. The exact location of the particular unit should not be disclosed. The name of the particular unit/brigade/company also should not form part of the news story.

The information that is highly important from the point of view of the national security of the country should not be included in the news story.

14. Sports : The reporting of the sports events has also become a very important part of radio news. Some radio networks broadcast special sports bulletins. AIR also broadcasts two sports bulletins daily on its national network. All the important sports activities should be covered. The results, records, numbers and names of the players and names of events should be reported properly.

15. International Issues : Reporting about international issues involves foreign policy of a country. Every reporter can't write regarding international issues. Only special correspondents or principal correspondents can write stories about these issues.

While reporting regarding international issues one should keep in mind the relevance of the issues and the importance of the issue from international point of view. The reporter must be aware of the backgrounds and latest position of the issue on which he is going to report for his news room. He should also be aware of the consequences of his report.

16. Finance : The reporter who has specialisation in finance matters can do good coverage of news related to financial activities. A radio reporter who supposed to cover financial activities must be aware of the language of the share market, business, budget, trade and financial institutions like banks etc. He should be capable to review and analyse the different financial matters.

Check points for a Radio Reporter

One thing a reporter must keep in his mind is that he should cover any event story with speed but at same time he should keep the accuracy on top priority. He should not sacrifice objectivity, accuracy of clarity for the sake of speed. A radio reporter must check and double check the facts and figures of his story filing it to his news editor. He should start his story with a crisp and attractive lead.

While writing his story he should be very careful about the source of story.

While reporting proceedings of parliament or legislative assembly there is no need to give the name of the source because these proceedings are covered by the correspondent himself. But in other types of news story, he should be sure that the source of the story should become part of the news. While covering a road/rail accident, a natural disaster or any other tragedy he must quote the source of information to give authenticity to the news story.

A radio reporter can't be a successful reporter unless he establishes good contacts in different departments and other places.

It is expected from a radio reporter that he should be able to write a good story for broadcast. He should be aware of the language of radio. The reporter's story should be so good that it can, if the time factor so demands, be taken directly to the news studios where a news reader is about to start reading a bulletin or is actually in the midst of it. A radio reporter must spend some time in news room and observe the style of news writing.

The broadcast journalist has to learn to use the tape recorder and his voice in reporting. He may be called upon to do voice despatches for bulletins, for the newsreels and other news based programmes.

A radio reporter must have the ability to present news in the radio style, using simple language, short sentences, familiar words, in short writing his story as though he was doing an item for the bulletin.

He should train himself like this so that he should take minimum time to draft his story. It will certainly improve the credibility of his media. Minimum time should be lost between the occurrence of an event and its covering on the radio.

A radio reporter must be able to drive motor car or a two wheeler. He should also be able to operate telephone, telefax, internet, fax and other techniques of communication - the objective always being to catch the next available bulletin.

To be a successful reporter you must build up your own sources of news. A reporter should not rely on press notes and press conferences; he must try to find exclusive stories. Exclusive stories can only be done if you cultivate the sources of information, follow the clause intelligently and have the ability to piece together different strands which ultimately go to make a story.

3. SUMMARY

Radio news remains a reliable source to gather information despite high technological advancements in the other areas of communication. Radio news is the fastest in advent of emergency and has proved its salt in times like plane hijacks and assassinations of leaders. AIR relays different news bulletins at different times and in varied geographical locations. A radio reporter must bear in mind that his listeners rely upon him for their dose of daily news. He must therefore report with accuracy and ethically. No event should be given undue coverage; neither should an important incident be missed. Different audience is interested in different types of stories. Keeping the diversity of radio listeners in mind, a radio journalist must cover stories of different types. However each story deserves its own cautions and embarks. The qualities required of a radio journalist are much more than those of his print media counterpart. Though there are editors, a good reporter must gain the respect of a no-mistake, no-nonsense

professional so that in wake of an emergency, his pieces can be trusted for direct relay.

Radio reporting is a task of huge responsibility and the person shouldering it must display utmost sincerity and knowledge of his work.

4. SUGGESTED READINGS

- Harley Sullivan : Key concepts in communication
- Wagner Jon : Images of Information

5. GLOSSARY

- BBC** : British Broadcast Corporation
AIR : All India Radio
VOA : Voice of America
LRS : Local Radio Station

RADIO NEWS - EDITING

OBJECTIVES

After reading this unit you should be able to:

- Understand what editing of voice programmes means
- Know why it is important to edit Radio news
- Analyse the different fundamentals to be followed while editing various types of news bulletins
- Define various types of radio news
- Differentiate among the techniques applied during editing of a specific piece

STRUCTURE

1 Introduction

2. Explanation

Meaning of editing
Fundamentals of audio editing
Headlines
Bunching
Main Bulletins
Integration voice casts
Language Bulletins
External Bulletins

3. Summary

4. Suggested Readings

5. Glossary

1. INTRODUCTION

In the previous lesson, we have studied the types of radio news bulletins and the topics that can be covered to make a good piece of news for the listeners. A reporter must compile his news in the best possible way. However, howsoever efficient the reporter, the importance of the editor can not be undermined. The editorial staff is as, if not more indispensable in radio stations as in the newspaper

offices. They are not only responsible for gate keeping but also for relaying the news in line with the policies of the organization. The language, the content and the presentation must be non provocative and convey the correct meaning. Apart from this, radio news must also create visual images in the minds of the listeners. Radio lacks the advantage of the visual media and thus shoulders the additional responsibility of accurately presenting the facts in absence of any pictures. Now that we understand the importance of editing a radio news bulletin, let us learn the ways to do this efficiently. We shall study the meaning and importance of editing and then discuss the editing needs and methods specific to different kinds of radio news.

2. EXPLANATION

Meaning of Editing

Editing a bulletin or compiling a bulletin is the most important stage in the broadcasting of a radio news bulletin. A news editor gives the final shape to the different dispatches received from radio reporters and other sources of news. A good and competent editor can make a good story out of a dull item.

Fundamentals of Audio Editing

Before compiling a news bulletin, the news editor must spend some time to study the available stories. He must also go through the previous bulletins to avoid repetition of stories. After that he should pin-together different stories under different headings like "Parliament", "Sports" etc.

This is the most important stage in the broadcasting of a radio news bulletin; because it is here that a bulletin is given the final shape, character and style. A good Editor will not only lend the bulletin a stamp of his/her own, he or she can make an eminently interesting bulletin out of seemingly dull news items. There are days when the news fall is very heavy, there is a problem of plenty and the Compiling Editor faces the task of deciding what to include and what to leave out. On a day when the Union Budget is presented or a major political crisis or natural calamity takes place, the lead and other stories are more or less decided by the nature of events, making the Compiling Editors job much easier. But it is on the other days when the nature of news fall is somewhat less interesting and the quantity is not too great, a Compiling Editor faces the most challenging task of preparing an interesting bulletin.

For all bulletins of ten minutes duration and above, the Compiling Editor has a given structure. That is the headlines followed by the body of the bulletin, one break in case of a ten minute bulletin and two in a fifteen-minute bulletin, and the repetition of the headlines or the main points. The hourly bulletins are of five minutes duration with no headlines and the stories arranged in descending order

of interest. On a given evening, stories are put in the pool for use in as many as 66 bulletins targeted at different audience and language groups. Naturally, it follows that these stories contain details which may be of interest for a particular bulletin and not for others. The Compiling Editor's first job is to pick and choose those stories which suit his requirement, like any other living newsroom, GNR has, over the years, developed, certain conventions which make the Compiling Editor's work easier. This involves reading the pool copies and the main bulletin of the previous shift and the immediately preceding bulletin. Corrections in pool stories are made by way of 'advices'. The Compiling Editor must look for all the advices in the pool and make necessary corrections.

Some of these stories may have been written in a fashion where they automatically fit into his bulletin. But there will be many more where re-writing will be necessary. A story which can be dealt with in a fairly lengthy manner in a fifteen-minute bulletin will have to be trimmed for ten-minute bulletin and shortened further for five-minute bulletin. When listeners stay tuned to a radio station for a couple of hours, they don't want to hear the same stories, repeated every hour in the same manner and order. If new stories are breaking it is easy to freshen the line up, but even if there are no new items, efforts should be made to introduce variety in a news bulletin. This can be done by changing the lead story, re-shuffling the items and by re-writing some of them. A story or even a lead that has been used in the previous bulletin should not be used in the same form. If there has been a development on the story, the re-write must emphasize that. But even if events do not change, the story must. The editor might wonder what is left there for a re-write. Sometimes here may be a fresh angle which can change the lead of the story or sometimes even a couple of fresh sentences can make a lot of difference. Stories that have already been used several times and are not that important may be dropped from the present bulletin and used again in the next one.

After re-writing, the compiling editor has to arrange those stories in a fashion that make the bulletin a complete whole, gives it an identity. He will also have to choose the lead story and write the headlines. News bulletins in an odd programme, for many different subjects are thrown together without a common theme to unify them. This is unavoidable, but whenever there is an opportunity to put two related stories together, the editor should seize it. Even those of us with the shortest attention spans do not jump from one subject to another in conversation every twenty to forty seconds. But news bulletins have to move that quickly to cover all the stories. Generally two types of tie-ins are used for smooth transition from one story to another. The first connects two related stories. Two

news items on West Asia can be bridged by saying, 'In another development in the region', or 'Meanwhile in Cairo...' If a political development in Uttar Pradesh is being discussed in Parliament, we can bridge the two stories saying, "The crisis in Lucknow had its reverberations in Parliament". The second type of tie-in plays upon geography. To go from a local story to something happening in Washington we may start by saying, 'In Washington....' These types of tie-ins are used for the most abrupt transitions. A major problem with tie-ins is that many have become clichés like 'Back Home', 'On the home front', 'And is sport'. 'Meanwhile' is one of the over-worked tie-ins. This adverb should be used only when a close relationship exists in subject matter and intervening time. Repeated use of such tie-ins makes the bulletin a jumble of, 'In Madhya Pradesh', 'In Uttar Pradesh', 'In South Africa' and 'meanwhile'. There is still another kind of repetition that the editor should take care to avoid. There may be three unrelated stories about the Prime Minister in the pool, but if in a ten-minute for a five-minute bulletin every time he is introduced as "The Prime Minister Dr. Manmohan Singh". It certainly sounds boring.

During Parliament sessions, the evening's main bulletin may carry as many as ten stories from Parliament. It is obvious that all the stories, unless otherwise mentioned, relate to that day's proceedings and there is no point in starting every story in the bulletin by saying, 'In the Lok Sabha today', 'In the Rajya Sabha today'. It also happens that a particular issue figures in both Houses of Parliament on the same day and this can be clubbed by simply saying, 'The issue figured in the Rajya Sabha also' or vice-versa.

Headlines

A headline is generally a single sentence that gives the listener a basic understanding of the story. All headlines should be written in a concise manner, but they should also be able to stand on their own. Generally, they are found in the lead sentence or the lead paragraph of the relevant story, but there can be exceptions. Headlines are written in varying styles, 'The Prime Minister has called for re-defining the goals of the Non-Aligned Movement', or 'The Prime Minister says, the goals of the Non-Aligned Movement must be re-defined'. They can also be written in a snappier style like 'Bus fares in Delhi to go up', or 'India heads the medal tally in SAF games'. Stories on sports and Budget proposals automatically lend themselves to this kind of headlines, but a mixing of styles should be avoided. Some stories call for more than one headline while for some others a lengthy headline is necessary to bring out the complexities. Whatever the length or number, headlines should never be misleading and should have the look of an ascetic—lean and healthy. Chiseling and honing are must for writing a good

headline and the compiling editor should spare no effort. His bulletin opens with the headlines and the first impression is always important.

By convention, AIR has four headlines for a ten-minute bulletin and five in a fifteen-minute bulletin. But this is flexible and on an exceptionally heavy news day, one can have a couple of more headlines too.

The same headlines are repeated at the end of the bulletin, and are known as repeat headlines or main points. Efforts should be made, if time permits, to elaborate the repeat headlines. The idea is that if a listener has missed the main story, he or she can get a little more detail from the main points. It may also happen that a major story breaks out as the bulletin is going on the air and naturally did not figure in the headlines. This omission can be corrected by including the story in the repeat headlines.

Bunching

Bunching is all about deciding the order of items as they will be read by the newsreader. There is no hard and fast rule about bunching; the criteria being that the items follow each other in order of newsworthiness; related items go together and geographical jumps are kept to a minimum. But these can only be treated as broad guidelines because any set rules about bunching will be self defeating. The weather story or the stock market story generally comes towards the end of the bulletin, but on a day when a major cyclone story or rain and flood story is the lead of a bulletin, the weather forecast should naturally follow the main story. Same is true for stock market reports.

A ten minute bulletin has two bunches with the break appearing somewhere in the middle and in a fifteen minute bulletin, there are three bunches with two breaks appearing in the fifth and the tenth minute. But here too, there is no hard and fast rule, and any single bunch can overstep the limit. Neither is there any need to follow a mechanical order of foreign and home items or opening every bunch with a headline. There are occasions when a major news item is not a headline because there are already too many. One way of giving the story importance is to open the second or the third bunch with it. There are a few other golden rules like a heading item must never be missed. Sports and weather items should be given due importance and a death story should not be followed or preceded by a story on, say, sports or festivities. The compiling editor does not always have a choice but whatever be the nature and quantity of news fall, he or she should try to introduce cohesion, rhythm and variety into the bulletin by re-shuffling stories, clubbing related news items and using the right tie-ins. The bulletin should be a well balanced mixture of local, national and international news, and whenever possible should carry a human interest story.

Main Bulletins

There are three main bulletins in English and three in Hindi, broadcast in morning, afternoon and evening. The editors compiling any of these bulletins will have to ensure that their bulletins cover all the major developments during that shift of the day. Many a times the morning bulletin will have to recap major stories of the previous evening, but this should never give the impression that the stories from the previous evening are being repeated. The Editor has to look for a fresh angle and a scan through the morning news papers is essential for doing this. The day and evening bulletins cover all the major developments of the shift. The 1800 hours English and 1805 hours Hindi Bulletins, though to five-minute duration, are important and should avoid disposable stories.

The editor should try to give a brief resume of the day's important happenings for these bulletins are often treated as a preview of the 15 minute Hindi and English bulletins at 2045 hrs. and 2100 hrs. If a major story has broken during, the early hours of the morning (which has been missed by the morning newspapers), it should be carried through the day till the evening with necessary rewriting.

The main bulletin in the morning has been re-christened as 'Morning News' in English and 'Samachar Prabhat' in Hindi and is divided into three segments. The main news is followed by a topical commentary and 'A Look At The Newspapers' and finally the main points. The compiling editor is assisted by two editors, one looking after the commentary and the other after the 'A Look at The Newspapers'. Yet, it essentially remains his bulletin and in consultation with the other Editors he has to decide about the time to be allotted to each segment, prepare the news and main points and choose the right connectors for smooth movement from one segment to another. Usually the division of a fifteen-minute programme is like this: Eight minutes for the main news; two and half minutes each for the commentary and the look at the newspapers and the rest for headlines, main points, connectors and signature tune. There is however, no hard and fast rule and on exceptional days one of the last two segments is dropped to accommodate more news.

The segment 'A Look at the newspapers' has been designed to give the listener an over view of the lead and front page stories, editorials and sports stories in the national details published from the capital. The editor writing the segment should look for commonality among the newspapers and the unusual. This should never sound as a list of newspaper name or repetition of the news items covered in the bulletins. There is a scope here for briefly covering news and views which have been missed by the bulletins for one reason or the other. But the general guidelines

about avoiding blatantly partisan points of view, allegations or inflammatory material should be kept in mind.

The compiling editors of the main bulletins, and for that matter, even hourly bulletins, should be in constant touch with the Editor-in-Charge, the Reporting Unit and the News reader. This way he can have a fairly good idea about stories that are developing, any fresh story that might be coming and prepare himself for any emergency. Interactions with the news reader help for he or she might have a problem with a particular word, a turn of phrase or might even have a better alternative to suggest. There has to be a certain amount of openness in all such interactions and if a suggestion by a News reader genuinely improves the copy without altering the facts, the editor should readily accept it. He should also explain to the news reader if he wants a particular word or sentence to be emphasised or a pause at a certain place. In the studio, the editor should try to help the news reader by remaining as unobtrusive as possible and not making avoidable changes in the bulletin.

Integration Voice-Casts

A Compiling Editor should not only be ready to include voice casts in his bulletins, he infact should look forward to them. Voice casts enliven his bulletin and break monotony. For certain types of stories like those on disasters, sports or cultural events and even major political and economic developments, he should make efforts to get a voice casts from the correspondent reporting on the event. The trick is to get in touch with the correspondent and discuss with him the possible angles which can be highlighted in the voice casts. Once it has been decided, and a final cut has been prepared, the compiling editor must get a copy of the voice casts so that he can integrate the cut into the body of the story or write what is known in broadcast parlance as 'lead ins'.

A lead-in has two functions: First, it will have to do its part in telling a story. Sometimes, a 'lead-in' may carry much of the necessary information. The other function is to set of the voice casts and prepare the listener for the cut. Naturally the lead in can not repeat the words or the ideas used in the voice cast. If the cut is specific to lead it may confine itself to general descriptions, if it is vague the lead in should pin things down. If the cut spells things out, the lead-in might give the backgrounds. And if the cut concentrates on one point the lead-in can deal with other points. But even while doing repetition, the best lead-in has to stay close to the main story. The last sentence of the lead in which turns over the story to the correspondent on the tape is known as 'throws' and has an important job to do. It has to introduce the correspondent and sometimes the locale from where he is reporting. The pitfall in writing throw lines is repetition. There are many

alternatives like, 'Here is our correspondent' from the spot of the accident' 'AIR Correspondent covering the event report', 'AIR Correspondent has more details.' Occasionally a compiling editor can pick up an idea from the voice cast itself and write the throw line; 'AIR correspondent covering the talks feels that these have succeeded in removing several irritants in bilateral relations.' If there are more than one voice cast in a bulletin, the editor has to ensure that the same throw line is not repeated every time. We don't have a uniform pattern but some voice casts demand a sign off by the correspondent. This is 'X reporting for AIR from Y' or a lead out, 'that was X reporting from Y.' While the sign off comes in the correspondent's voice, the lead out is read by the news reader. A sign off or lead out becomes essential when a story ends with a voice cast and then the news reader picks up another story.

Language Bulletins

Bulletins in local languages which are broadcast from Delhi and regional stations are the most widely listened news casts of AIR. The combined listenership of all the Indian language bulletins would be much more than that of all the English Bulletins. Naturally, they demand more attention and dexterity from the Compiling Editor. The Language bulletins broadcast from Delhi differ from their regional counterparts in one basic characteristic, that is, these bulletins have a national character and make an attempt to give the listeners, spread all over the country, an idea of the important national and international events in their language. This does not mean that they leave out all news items of local interest, but efforts are made to distinguish news typically local in nature from those which have wider implications. The line of demarcation will often be very thin but there is no harm in making an attempt. Launching of a fisheries scheme in Kerala will interest only farmers of that state but if the scheme has something innovative about it and has the potential of being replicated elsewhere in the country, the story automatically interest farmers of other regions and languages.

The key point is that the story will have to emphasise why and how the scheme may interest farmers of other regions. Similarly any major development, political or otherwise in one state will be the mainstay for all language bulletins. But care has to be taken about those items which are specially marked for a particular language or region. Many of them are calendar items (fairs, festivals) and given wide coverage in bulletins broadcast by Regional News Units. Not only do they eat into valuable broadcast time and spoil the national character of the bulletins from Delhi, many times they are broadcast a day after the event (stories out in the evening pool and used next morning). This is certainly avoidable. Language bulletins are broadcast from Delhi thrice a day and each one is of ten

minutes duration. They have the format of an English bulletin of the same duration i.e. about four headlines one break and main points. The master copy is compiled in English in the General Newsroom often clubbing number of languages. It then goes to the language units concerned where it is translated and broadcast. This system expands the role of the Compiling Editor, his job does not end with preparing the master copy, and he has to coordinate between the newsroom and the language units. While preparing the master copy, he should keep in mind the needs of the language units and the broadcast timings of the bulletins. He will have to re-write the stories, simplify the language and keep technical terms to a minimum. A phrase or a sentence that reads well in English may be difficult to translate. Some languages take more news items than others. A major story that has broken out in the previous shift might have been missed by some languages but carried by others. The re-writer should necessarily take care of all these anomalies, and the pages and the headlines should reach the units at least half an hour before the first bulletin goes on the air. A number of fresh stories land in the pool between the first and the last bulletins and some of them may demand a change in the headlines. A story about a particular region might have to be rushed to the studio.

A Compiling Editor can not accomplish all these by sitting tight at the desk. A little running around and continuous interaction with the Editor-in-Charge and the language units are necessary to keep track of the stories and the bulletins. It has been the general experience that the mid-day series of language bulletins is the most difficult to compile. For the morning series eats up all the major stories of the morning and the previous evening and few stories are available in the day before the last page and the headlines for the mid-day bulletins are sent. One way of resolving this problem can be to pick and choose those stories from previous shifts which have been either left out or covered briefly and re-write them giving a fresh angle and lead. Even an old story can be rewritten and given a fresh look. And as in the case of main bulletins, the evening series of language bulletins should be a round up of the day's important events and if a major story breaks out in the morning, that should be carried through the day till the evening with necessary rewrite.

External Bulletins

The News Services Division broadcasts three types of external bulletins. These are, English bulletins targeted at foreigners and Indians living abroad; foreign language bulletins like Chinese, Burmese and Russian for foreigners and Hindi and other Indian language bulletins for Indians living abroad. Some Indian

languages like Bengali, Tamil, Punjabi and Sindhi are spoken in neighbouring countries and bulletins in these languages naturally have a wider listenership.

A common misconception about external bulletins is that these should carry more of foreign news, particularly stories about the target area and less of home news. This approach is wrong for two reasons: Firstly, it is a presumption to think that in these days of satellite television and stiff competition for the air waves, we shall be the first broadcast organisation to break a news about say, an African country to the people of that region. Secondly, though satellite television has invaded every nook and corner of the globe, the flow of information remains far from balanced. The rich countries and their broadcast organisations, because of sheer technological advantage, dominate the troposphere and the news and views they broadcast have the slant and bias that suit their geo-political interests.

Our external bulletins should, therefore, concentrate primarily on home stories and stories from the region. And not only home stories about important political and economic development or accidents or disasters. Even an otherwise comparatively unimportant innocuous story about a heat wave in northern India can interest the listeners, many of whom are Indians living abroad and want to know what is happening here. Besides, AIR has the added responsibility of countering the disinformation campaign being carried out about some trouble spots within the country. It is not only the not-so-friendly countries who are orchestrating these campaign, even an organisation like BBC can take liberty as they did in their TV newscast on Charar-e-Sharief. Like foreign stories in home bulletins, home stories in foreign bulletins have to be well backgrounded.

Persons and places have to be clearly identified for example, 'The leader of the opposition in Parliament, Mr. Atal Behari Vajpayee' 'The Chief Minister of the southern state of Kerala, Mr. A.K. Antony' or in 'Meerut, 70 Kilometers from Delhi.' Many of these external bulletins are broadcast once or twice a day and the Compiling Editor has to keep this in mind while rewriting stories for them. Even in case of foreign stories of international events, the need is to highlight the Indian point of view. Some of these external bulletins have specific target audience like the Urdu bulletin beamed at Pakistan. People there rely more on AIR newscasts to know what is happening in their country.

Thus the editor shoulders a huge responsibility to relay facts that are correct and well supported.

3. SUMMARY

Editing means giving the final shape to a news bulletin by compiling various news pieces received from different reporters. A competent editor can make an interesting news bulletin out of seemingly dull stories. The Compiling Editor must

sift through different news items to decide what to include and where to put it. Deciding the structure of a bulletin, making corrections, rewriting certain pieces to suit different bulletins based upon their length and time of presentation, are all the responsibilities of the compiling editor. Two types of tie-ins are used for smooth transition from one story to another- based upon content and upon geography. Clichés must be avoided while using tie ins. All headlines should be written in a concise manner, but they should also be able to stand on their own. The number of headlines and their length must be carefully worked out to give the listener a basic idea of what the rest of the bulletin carries. Decision of the order of items as they will be read by the newsreader, means bunching. It is based on conventions and the wits of the editor to introduce cohesion, rhythm and variety into the bulletin. The editor writing the 'A Look at the newspapers' segment for the main bulletin should look for commonality among the newspapers. Guidelines about avoiding blatantly partisan points of view, allegations or inflammatory material should be kept in mind. The compiling editors of the bulletins should be in constant touch with the Editor-in-Charge, the Reporting Unit and the News reader. Voice casts enliven a bulletin and break monotony. If there is more than one voice cast in a bulletin, the editor has to ensure that the same throw line is not repeated every time. Language Bulletins demand more attention and dexterity from the Compiling Editor. A news item, based upon its relevance can be included in bulletins of different languages. The News Services Division broadcasts three types of external bulletins - English bulletins targeted at foreigners and Indians living abroad, foreign language bulletins for foreigners and Hindi and other Indian language bulletins for Indians living abroad. The radio news is a rich source of information and the audience relies on it. It should thus supply them with facts that they can trust.

4. SUGGESTED READINGS

- K. B. Benson and J. C. Whitaker : *Television and Audio Handbook* (1990)
- Declan Mc Garth : *Editing and Post Production*

5. GLOSSARY

- **Radio:** Transmission of programs for the public by radio broadcast.
- **Compiling Editor:** The person who puts together and checks various news items before they can be put on air
- **Audience:** The listeners of a particular bulletin of radio news
- **Bulletin:** Compilation of various news stories presented together at a specific time.

- **AIR:** All India Radio
- **ESD:** External Service Division

TELEVISION PROGRAMME AND STRATEGIES

Structure:

Television Programme strategies
Competition among various channels
Future trends

Effects of Electronic media on Culture and society

Indecency on television
Vulgarity
Violence
Printed work v/s Spoken word

Introduction

Television programming is referred to as the practice of streamlining the media programs in order as per their daily, weekly and monthly schedule. In spite of the manual updating done earlier, modern broadcasters apply the technique of automatic broadcast to regularly change the scheduling of their programs to build an audience for a new show, retain that audience, or compete with other broadcasters' programs.

Therefore, television broadcasting strategies are employed to provide better viewership to the audience by broadcasting the programs at right channel and at right time for best attraction and retention.

At a micro level, scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. The programming genres include news, children programming, sports, mini series, movies, Dramas, reality shows and specials.

Elements of Programming

The various strategies for selecting, scheduling, promoting and evaluating programs are derived from a set of assumptions about audience behaviour. Basically mentioned below are the broad assumptions organized into five groups that form the basis for strategies, even in the changing media environment:

■ **Compatibility**

Broadcasters often select programs that have an element of compatibility in them. Programmers strive to make their programs that complement the day to day activities of the what people go through in their life—getting up in the morning and preparing for the day; driving to work; doing the morning household chores; breaking for lunch; enjoying an afternoon lull; engaging with children after they return from school; accelerating the tempo of home activities as the day draws to a

close; relaxing during early prime time; and indulging in the more exclusively adult interests of later prime time, the late fringe hours and the small hours of the morning.

Thus programmers make it sure that they utilize these activities for scheduling the programs that reflect their moods during that time. For example at prime time , people generally prefer spending time with family and thus will strategize programs that are for family viewing.

■ **Habit formation**

Scheduling the program at same time same day also is responsible for habit formation among the viewers. It is generally the human behaviour that when people follow same routine regularly from Monday to Friday, they become habitual to their routines. This is the only psyche that programmers adopt for strategize the programs on channels for hooking the viewers to the channels and thus making them habitual to their programs.

Ideally, habit formation calls for stripping programs—scheduling them Monday through Friday at the same time each day, just as evening news is stripped daily on network-affiliated stations.

■ **Control of audience flow**

Another element affecting the making of television programming strategy is to keep the audience flow at the high rate so that the TRP keeps on increasing. The assumption that audiences welcome, or at least tolerate, pre selection of their programs most of the time accounts for strategies arising from the notion of audience flow.

In an environment where multiple channels with dozens of choices are available, the next program in a sequence can capture the attention of the viewers of the previous program or either can lose their interest. People tend to leave the channel selector alone unless stimulated into action by some forceful reason for change.

■ **Conservation of program resources**

Radio and television notoriously burn up program materials at a high rate. A major aspect of the programmer's job consists of devising ingenious ways to get the maximum mileage out of each program item.

The point is that any beginner can design a winning schedule for a single week on a single channel; a professional has to plan simultaneously for all media as well as for the attrition that inevitably sets in as weeks stretch into the indefinite future.

■ **Breadth of appeal**

Viewers are very selective in selecting programs to be watched and rejected as per what appeals them and what not. Generally women with emotional nature prefer programs with emotional appeal; similarly youth appeal programs that are colourful and full of zeal.

Therefore, programmers strategize programs as per the time slots watched by different target audience and what appeals to them and at what hour.

Television programme strategies

Various media channels adopt various television programme strategies for keeping the audience hooked to their channel as more the audience highest is the TRP. The programs that are not able to earn its production cost are often taken off air and hence it becomes very mandatory for all the channels to keep reviving their channel by adopting various strategies.

Television channels generally strategise the way programs will be formatted and presented to the audience and at what time so that they can attain the maximum audience response. Few of such strategies are mentioned below:

1. Hammocking

Hammocking refers to the programme strategy where new or weaker program is placed between the two stronger shows. This strategy is adopted so as to attain the advantage of the stronger shows for a weaker or new programme. In simple words, when program with low TRP is placed between programs having highest TRP.

2. Block Programming

Block programming refers to the strategy when programs of same genre are placed back to back. This strategy is often adopted to block the program timing for a typical type of programs and to make a deep impact on the minds of the viewer.

For example: When episodes of same programs are run continuously over the weekend for 3 to 4 hours. Comedy night with Kapil is the best example of this as the complete Sunday timing is blocked for the repeat telecast of this program.

3. Counter programming

Counter programming refers to the television strategy where in program of similar genre runs on the competitor or different channel. This strategy is adopted to attract the viewers of different channels on their channels by each trying to prove their program better than the other.

For example: Dance India Dance being run on Zee TV , countered by Dance plus on Star TV.

4. Bridging

The technique of bridging refers to the strategy applied when one program runs beyond the time limit of the programmes scheduled on another channel. This strategy is adopted to keep the audience addicted to ongoing program, thus forgetting different program on another channel.

For example: now a days lot of entertainment channels follow this strategy of making half an hour programme of one hour, so as to keep the audience clinched to their channel.

5. Hotswitching

Another TV programme strategy followed by TV channel these days is hotswitching. It refers to the strategy when there is no pause between the end of one program and start of another programme.

For example: These days many soap operas end their program with still, immediately followed by flashback from the previous episode.

6. Stunting

The technique of stunting is used to provide a break from the regular programme schedule and do something unusual so as to regain or upsurge the TRP of the existing channel. Another stunting technique often used in television is when a celebrity that may be a sportstar, actor, cricketer, artist, etc. makes a special appearance in some programme.

For example: Like Salman Khan appearing in one of the TV programmes or Rakhi Ka swayambar, etc. Such program appears for few months for increasing the size of the audience.

7. Stripping

When episodes of same programme are broadcasted on the channel at same time from Monday to Friday without creating a break, it is known as stripping. Generally this format is adopted so as to break the monotony of the whole week and keeping the audience awaited.

For example: When episodes of serials like Thapki pyar ki, Itna na karo mujhe Pyar, Yeh rishta kya kehlata hai and many such appearing on prime time come on regular timings forms the example of stripping.

8. Cross Programming

Cross programming refers to the strategy where an interconnection is created among two running programs in terms of story building. This is done in order to retain the connection between the program and the viewer as in order to get updated about their liked program, the viewer has to watch other program as well for the linking of the story.

For example: Many serials in the Star plus or Sony or TV, correlate the stories of two programs to hook the audience for both the shows.

Competition among various channels

In a land where media is considered as the fourth estate, has so much power in its hand that they can created or break the image of company or person over night. Therefore, it becomes the responsibility of the media to exercise its democratic freedom in very vigilant way. There was time when television became color was treated a boon in the field of electronic media but within the last five

years media has seen a lot of expansion in terms of number of channels and liberty given.

Emergence of channels in very genres has flooded the market in the last 5 years. From entertainment channels like Zee, Sony Entertainment, Star Plus, Colors, etc. to news channels, sports channels, business channel and music channels, are fighting with each other for attaining the maximum TRP.

The emergence of ICTs and digitization has revolutionized its presentability and expansion in such a tremendous way. In one of the reports by Indian Television Broadcasting industry; 2011 it was discovered that the broadcasting space remains highly fragmented with a large number of channels competing for same genres. The recent clearance of licenses for 75 new channels in May 2011 would further intensify the competitive pressures.

Advertising revenue is another cause of the competition among various channels as the channels are driven by revenue model these days rather than the content preference. So channels are regularly in the rat race of attracting the advertising agencies and companies for inserting their advertisements in their channel. It is also important to note that advertising revenue largely depends on the TRP rating of the channel or the program, as more the TRP of the program, more will be the advertisements in that program leading to higher revenues. Among other tactics, the channels are inflating their ratings, bringing in seasoned marketing veterans from other industries to head their operations, tying up with movie production companies and pinching seasoned professionals from competitors. The top four mainline Hindi channels currently corner over 60 percent of the total advertising revenue, while the remaining is split between the various news, foreign and regional channels. The various channels are trying their best to woo viewers by first luring the all-important cable operators.

More power in the hands of audience has also lead to the competition among various channels. With the concept of Pay TV, more choice has been given to the viewers for the acceptance or rejection of the program. Viewers can pick program and channels of their own choice, thus ignoring the efforts of your production and putting in the danger of closing down. Competition has gone to such an extent that when the news channels realised that soap operas are gaining more attention in comparison to news channels, they changed the format of news to providing dramatic news presentations.

With the technological advancements and media convergence these days, channels have more threat to their monopoly. Gone are the days when television was considered to be the talkative member of the family, now viewers or in better terms the consumers have options like mobile phone, Ipads, etc. that are portable medium are replacing the time consumed and spend on these channels.

Though there have been many reasons that has led to the cut throat competition among the news channels, it has brought along some positive points as well. It has become a necessity of the broadcasters to provide the quality content

and play the role of gatekeeping very religiously. Another benefit of competition and FDI is that many quality programs running abroad are also broadcasted in India now. With the technological advancements, the traditional media like radio and television now days have to improvise themselves to be in the market.

But in the competition to be watched regularly and largely channel in the wake of being run 24*7, are diminishing with the quality of the content. In lieu of competition news channels compete with each other and create hype, which can be done through controversies, celebrities or important crime events being highlighted. They adopt various method and strategies of discussion, live reports, breaking news for putting factual information in front of viewers but result into blaming and declaring results than discussing the reasons and consequences. Manipulation and fiddling with the fact is also the result of competition among various channels.

Another serious disadvantage of completion among the channels is loosing out of quality and professional people in lieu of meeting the market demands. Channels are generally switching and hiring high designated people from other channels in their channel so as to gain their benefit and loyalties for their channel. This is resulting in quality people leaving the organization who are not ready to give up on their moralities.

Future Trends

Within the past 10 years, electronic media has changed and improved drastically. With the emergence of ICT's, media is no more restricted to the satellite signals and antenna but has gone completely wireless. The era of disseminating the information is changing tremendously and the concept of media convergence has revolutionised the sharing of information through electronic media. The coming years would witness many such trends in the field of media technology and its content.

The future trend would see more power in the hands of content producer this shifting the power from the few hands to the common man. Common masses will be the content generators rather than being created by the professionals of the field. With the penetration of corporate houses share in the electronic channels, more power in terms of gate keeping will be in the hands of corporate owners. One of the biggest disadvantages of this trend would be that biased content will be created and the journalistic value and ethics will be depreciated.

Commercialization being the nerve of the industries these days , will also be experimenting new revenue models for better incomes. With the advent of good quality broadband and increasing per capita income, TV content will get unbundled. There will be a shift from channel loyalty and TV loyalty to program and device loyalty. Rather than watching all the serials of Star Plus, the audience will prefer different content on different channels.

Another emerging trend is of technology making the consumption of TV content possible anywhere anytime. The people will be able to watch their favourite programs on Youtube, hotstar,ect., thus making

It convenient for audience through the facility of Wifi. Therefore, future trends would see content consumption across various formats and devices.

With HDTV providing various features like recording their favourite programs so that it can be watched later, program convertor in other languages, etc. viewer can access the content at their ease. Earlier where viewers were bound to watch their favourite programs at fixed timings, this feature will provide them more flexibility. With so much of personal preferences nowadays trend shows that television has become more of individual medium rather than medium for family viewing.

The coming years will also witness more of digitization in India across Phase 1 to III. This would further result into emergence of niche channels with better picture quality and localised content. Niche channels would indeed justify the term glocal by providing a localised glimpse to the global audience.

With the ongoing emphasis on the revenue generations rather than content creation, more and more techniques and models will be created that generate revenue for the production houses. Rather than company and advertising agencies, the production houses will be targeting the individuals directly on internet for revenue generation.

The success or the failure of the program will be immediately assessed, not on the basis of viewership measurement tools but on the basis of feedback that will be immediately provided to the production house or channels.

Effects of electronic media on culture and society

A society is made up of individuals depicting different cultures. Culture is either imbibed by our ancestors or is learnt by electronic media these days. People who spend long hours in front of television are definitely effected by it in terms of their lifestyle, physical behaviour, moods, etc. Culture is a collective term and an active and changing constituent of a society that nurtures a lifestyle, attitude and consciousness aimed at betterment of society.

Culture defines the way of life that defines the nuances of a civilisation and in today's life, television being considered as a talkative member of the family has a greater influence on the members of the family. Television contains the content that is suitable for all types of audience and deeply effects their behaviour and attitude that represent our culture.

Media has positive as well as negative effects n the audience and now day's audience use media for fulfilling their cognitive needs. Apart from positive effects that media has impacted on our culture like education, open-mindedness, exposure, awareness; it has impacted our society with its negative aspects also. As TV content cannot be segmented on the basis of age group and gender, hence its negative impacts are also unavoidable.

1. Violence

Media is said to be the mirror of the society and it shows the dark and bright side of society. The audience of TV constitutes of kids, teenagers, youth, adults and aged but the content broadcast on it cannot be differentiated on the basis of audience. The exposure to violence, drug abuse, fight scenes, racing cars, violent reactions has very adversely affected the children and their behavioural patterns. After watching programs that include action and violence scenes, children tend to behave violently. Be it advertisements, TV programs, games, music videos, cartoons that embodies cultural, racial and communal prejudices that portray violence, abusive language and insensitivity are very much part of our electronic media. With their amateur nature, children often tend to imitate what they watch on television and create hassles for themselves and their surroundings.

One of its examples can be serial Skatiman, where kids imitated Skatiman and fell off from the roof thus injuring them in lieu of Skatiman enactment on television. Another example could be of children watching cartoon network and then imitating them through gestures and violent act.

2. Vulgarity

With the lesser control on what to be shown and what not , vulgarity has been increasing among the portrayal of TV programmes. Whether it is advertisements, films, TV serials, music videos, games, vulgarity and objectionable scenes and content are inserted for attracting and hooking the audience. The broadcasters often while following the race of TRP forgets that the gimmicks used for hooking the audience through vulgarity, it effecting the minds and behaviour of children in a big way. Women being shown as commodity in advertisements endorsing cement, cigarette, etc. Music videos are also no more for good music rather they have become music videos for watching rather than listening. The vulgarity shown on electronic media does not restrict to just the screen but is also imitated by youngsters in their real life. Their dressing sense, display of emotions is completely affected by the vulgarity seen on television.

For example: There were many controversies related to the advertisement on 'Yeh toh bada toing hai' of Amul Macho which was against the depiction of social norms. Similarly many shows showing intimate scenes should be also be regulated as the soap operas are meant for family audience and when such scenes appearing it becomes embarrassing situation for the family members of different age groups.

3. Indecency on Television

Television being a visual medium makes such an impactful impression on the mind of the individuals that they start adopting what they learn from reel life

into their real life. Indecency could be studied and measured in terms of language, behaviour learnt and body language. The makers of the programs should make it sure that content of their channel and program should not be against the social norms and cultural values. There have been enormous examples from the programs aired that have been either put off air or edited and then broadcasted.

For example: There was many controversies related to the content shown in Big Boss where audience objected to the content and to an extend the indecency was aired without any edit.

Another example is of the program title ABC, where foul and indecent use of words and language was objected and the program was taken off air.

There the broadcasters of the channel should make it their business that what might be the content of the program, it should not be against the cultural values and society patterns.

Printed Work versus Spoken word

Printed work refers to the words printed in black and white either on newspapers, books, magazines, notices, etc. From the time letters and printing has invented, printed word has created a credibility for itself. Printed work has definitely more credibility than the spoken words as they represent the clarity of thought in one's mind.

One of the biggest advantages of printed work is that, people retain them as an asset for the future references for future generations by preserving them in archives. Books including past literature and historical stories are preserved by the bodies as they form the base of the further research and inventions.

Earlier people used to believe the spoken word as they were trusted but with the passing of time, people started more believing on the printed words as they can be used as a proof in case someone manipulates or disowns their words later. The impact of printed work has become so evident these days that people take printed word as the Gospel's truth.

Printed work also helps people to be well acquainted with their language skills as it involves a lot of grammatical expertise when describing or briefing something. In spite of both being considered as the nuances of language, printed work and spoken words are treated differently.

Spoken words though leave no evidence as compared to texts are equally impactful when it comes to speech. The spoken words have their power from the

time when people started to communicate among themselves for the exchange of ideas. The rulers through their power of speech use to influence the army for better performance and conquering the battle.

Spoken words have always attained more importance as they not only convey the meanings but also evoke emotions and feelings that provide weightage to words. We all know that Gita was spoken by Bhagwan Krishan to Arjuna which influenced his mind but it is acknowledged as important scripture after it was written by somebody. Similar we often read of quotes of great personalities in form of their ideologies that they believed in and had followed all their life. Spoken words can only be retained once they are printed. It can also be seen that spoken words with feeling like anger, aggression, etc. lead to impulsive decisions and on the contrary when used in depressing ambience are a great source of motivation.

Therefore in a profession of journalism and mass communication, communication plays a very vital role that may be in a written or a spoken form. In electronic channels where Rj's in radio and anchors, newsreaders and reporters in television uses the gift of gab for attracting the audience and hooking them to their channel, words play a very important role. One of the common formats used in both the electronic channel is that words are repeatedly spoken for creating an impact in the minds of the viewers and listeners.

Spoken words only lack the power to printed word when it comes in terms of credibility. An individual using the mode of verbal language can deny from the words spoken but printed words are written very thoughtfully. Another disadvantage is people often in flow of emotions use rough language but once spoken cannot be returned, hence making the relations rough and cumbersome.

Hence, it becomes very essential in the field of journalism and mass communication to use the words whether in written or spoken word very diligently as it can either make or break the image and relations.

Summary

Every television channel adopts different programming strategies like hammocking, stripping, Counter or cross programming, etc. for attracting the audience to their channels. These programming strategies have developed the competitive spirit among various channels in terms of content, revenue generation, credibility, commercialization and technological advancement.

Whether the program is of any genre like reality shows, news, dramas, etc. it leaves a drastic effect on our culture and society. Where it provides quality content to the viewer's on the other hand it has also imparted vulgarity, violence and indecency among various demographic characters. In order to provide be the

best among each other, broadcasters remain very vigilant in terms of content selection as it is the only method of attaining the TRPs.

Print work will always be superseded in comparison to spoken word as it provides more credibility to the content. Spoken words though are a cause of immediate motivation and inspiration does not have credibility attached to it as used by many news channels now days. On the other hand printed work can be archive for further references.

Questions

1. Define Television programming? What are the various programming strategies adopted by television?
2. Briefly describe how the competition among different television channels has affected the culture and society of our country?
3. Explain the essence of printed word in comparison to spoken words?

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WRITING FOR RADIO AND TV : BASIC PRINCIPLES

OBJECTIVES

After reading this lesson you should be able to:

- Understand the basic functions of electronic media.
- Gain awareness about radio programmes relayed for different audiences.
- Understand the responsibilities considered while producing various radio programmes.
- Know what points to consider while writing for radio.
- Know what points to consider while writing for TV.
- Explain the fundamentals followed while composing TV news

STRUCTURE

1. Introduction

2. Explanation

Functions of Media
Radio Programme Formats
Responsibilities of Radio
Writing for Radio
Methods to Enhance Effect
Writing for T.V.
Television News
Fundamentals to be followed

3. Summary

4. Suggested Readings

5. Glossary

1. INTRODUCTION

The radio and Television were introduced in India as Door Darshan and Akashvani with the primary motive of serving the functions of education and information. In a developing society like India the mass media has a important role to play. The country had just gained its independence and this role was even more critical during the 1950's and 1960's. News programmes were the main ones relayed during those times. Today the scenario has changed a lot. A number of private channels have come up, both in the worlds of radio and TV. However the role of information providers that these media started with has not diminished in any way. It has rather gained momentum with 24 hour news channels and FM channels also relaying news bulletins.

The electronic media is responsible for providing the information to its audience much before the morning newspaper reaches their hands. In such circumstances, it becomes all the more important to deliver the news correctly. Besides the reporter, the writer must be an efficient professional to compose, write and type the bulletins to ensure a flawless delivery of the bulletin. In this lesson we shall learn about the fundamentals of writing for radio and TV news.

2. EXPLANATION

Functions of Media

Media plays a very important role in the development of society. But one thing we must know that media itself has no significance; it is only the programme that gives a message of transformation and development. Programmes are written by various writers and produced by different producers. But some times the programme is written and produced by the same person.

One thing we must keep in mind is that the main objectives of radio and T.V. are to inform, educate and entertain the people. All the programmes for radio and T.V. are written and produced in the light of these objectives. People switch on their radio/ T.V. sets to know some thing new. Whenever we meet others/friends we generally say "what's news?" In fact, there is a basic instinct in human beings to know some thing new every time, so keeping in view these facts news bulletins are broadcast very frequently. These days there are some T.V. and radio stations which broadcast news daily at different intervals but other programmes are broadcast generally on weekly intervals. So, it means that media gives importance to the aspect of information. But other aspects like education and entertainment also get their due importance on radio and T.V. Let us discuss these three aspects one by one.

A. Information : Every programme should be informative. It doesn't mean that we should include every type of information in a programme. The writer must be aware about the needs and interests of his target audience. We should give only that information to our audience which is/can be useful for them. Information should be new and not stale. People always want to know some thing new. Unwanted and harmful information should be censored.

B. Education : Media educates its public. So, while writing script for radio and T.V. the writer must keep this point in his mind that his script must have some thing in it so that it could give some guidelines to its audience. Radio and T.V. broadcast so many programmes on different diseases, social evils, eradication of illiteracy, poverty, social justice, human rights, child labour etc. These types of programmes fall under the category of educative programmes. Other programmes like serials and films have also been selected from educational point of view.

C. Entertainment: People watch T.V. and listen to radio only for entertainment purpose. No doubt maximum people like news over media, but even then they also

like light entertainment from media. So, to satisfy the entertainment need of people the writer must know the entertainment requirements of the audience.

So, finally we can say that while giving entertainment to audience the writer must also educate them and feed them with new information. We can say that media educates the people through new information and entertainment.

Radio Programme Formats

Radio broadcasts many programmes daily in different formats. Different subjects are covered in various formats like talk, discussion, dialogue, interview, feature, documentary, etc. Apart from these general programmes, there are certain special programmes broadcast from radio, which are directed to special audience such as villagers, youth, women, children, industrial workers, forces, tribes, senior citizens, students etc. These programmes (day and time of broadcast) depend upon the size of listeners in the area where the radio station broadcasts its programme.

Some radio stations broadcast programmes daily for youth and some twice in a week. Similarly other programmes for special audience are broadcast on different frequencies.

1. Programmes for Rural Areas: In India 75% to 80% people live in rural areas, where modern means of communication don't serve the masses, only radio programmes reach to far flung areas. This is the main reason that radio gives emphasis on rural programmes. Special Farm & Home Units in AIR station are working for rural programmes. The duration of this service varies from half an hour to one hour and from station to station, depending on their total transmission.

Programmes for rural listeners are devised keeping in view the requirements of rural audience. Stress is given on entertainment hard-core programmes & agriculture, health and family welfare, education, literacy and rural development. In these programmes agriculture experts, doctors, educationists, technocrats, social workers, and farmers are called to broadcast different programmes on different aspects of their respective fields.

"The vast changes that have taken place in the countryside, particularly the "green revolution" could not have come about so quickly without the use of radio. The education and development role of radio has been nowhere more evident than in its programmes for rural listeners. AIR has played a significant role in bringing the new technology in agriculture to the door of farmer by giving support to various farmers, training and functional literacy programmes of the Ministry of Agriculture and Education. In fact the Farm & House Units of Akashvani were started in 1966 to support the Intensive Agricultural District Programme and the coming of the new 'wonder' seeds the highly yielding varieties.

During the 'Green Revolution' AIR played a very important role to spread the latest information among the farmers. At that time only radio was the medium of Mass Communication. The 'Dehati Programme' of AIR, Jalandhar was very popular

among the farmers of Punjab. The new varieties of seeds came to be known as 'Radio Seeds'.

2. Youth Programmes : To channelise the energy of youth a separate channel for the young started on 21st July, 1968, from Delhi - D. The youth channel was named as 'Yuv-Vani (The Voice of Youth)'. It was a daily programme both in Hindi and English. Earlier it was spread over two transmissions, three hours during the morning and three hours in the evening.

Speaking after inaugurating the youth channel, the then Prime Minister, Mrs. Indira Gandhi said "Young people every where have a feeling of unrest. They have a feeling that something is wanting. They do not know what it is. But they are grouping for it. I welcome this grouping. Some times it takes strange direction, strange forms which we, who are older, do not understand. But that does not give us the right to reject these forms because of such grouping, in earlier ages we have become, or the world has become, what is today.....Radio can influence the young people and give them the feeling that they are not a 'problem' but participants in the country's decisions."

Now all AIR stations broadcast 'Yuv Vani' Programme. The interesting fact regarding the programme is that throughout India the youth programme has a same signature tune. The main objective behind the service is to give a platform to the youth of country to express and share their feeling with others. Through 'Yuv Vani' Programme AIR succeeded to involve the youth of the country in the international, social, religious, political and educational affairs.

'Yuv Vani' Programmes are available in almost every language of the country. AIR Jalandhar broadcasts 'Yuv Vani' Programme daily from 5 P.M. to 6 P.M. on Jalandhar B. AIR Patiala also broadcasts 'Yuv Vani' thrice in a week. Similarly Radio Kashmir, Jammu broadcasts 'Yuv Vani' programmes daily on separate channels meant for 'Yuv Vani'. It is broadcast in Dogri, Hindi, English, Kashmiri and Punjabi languages.

MINI AKASHVANI: You can call 'Yuv Vani' service of AIR as a 'Mini Akashvani' because all types of programmes are produced and broadcast on their channels. Students of Colleges and Universities take part in these programmes. Youth from different walks of life participate in talks, discussions, debates, poetry, short story and other programmes. Some youth also produce programmes. To encourage the new talent among youth, young artists get opportunity to exhibit their talent in different fields like literature, music, science, politics etc.

The programmes of 'Yuv Vani' channels are fully compared and presented by the youth. The producers of programmes devise the programmes and guide the youth participants to present good programmes.

3. Programmes for Women : Special programmes for rural and urban women are broadcast by different radio stations. In these programmes women related

issues like socio-economic development of women, health, family welfare, food and nutrition, scientific home management, education, child care etc. are dealt. To encourage talent among women, opportunities are provided to women of different fields to participate in different programmes.

4. Other Programmes : Similarly special programmes are also broadcast for senior citizens, children, industrial workers and tribes. The main objective of the programmes is to give special attention to the particular sections of the society. These programmes are generally presented in composite formats. Composite format means the programme consists of songs, interview/talk/short-story, discussions and other formats. The programme is compered by two comparers.

Responsibilities of Radio

Different programmes are planned and produced with different points of view, therefore different strategies and methods are used to produce various programmes.

You have read about the three objectives of radio programmes :

- (a) Information
- (b) Education
- (c) Entertainment

So keeping in view, there are three main objective programmes planned. In India, AIR works under the Ministry of Information and Broadcasting. Though 'Prasar Bharti' (Broadcasting Corporation of India) has come into being, but still it is working indirectly under the control of Govt. Radio is still the biggest medium of mass communication in India. Every Govt. wants to give wide publicity to its policies and programmes. So, for this purpose Govt. uses AIR frequently.

Producers plan their programmes keeping in view the new policies and programmes of Central Govt. But it doesn't mean that AIR is only a mouthpiece of Central Government. AIR producers plan their programmes according to the requirements of people and the Govt. Developmental Schemes become part of radio programmes. AIR plans its programmes on quarterly basis i.e. Jan-March, April-June, July-Sept. and Oct-Dec.

While planning programmes, special emphasis is given on family welfare, literacy, health, rural development, national integration and commercial harmony.

Radio also propagates the scientific temper in its programmes to liberate illiterate people from the clutches of superstitions.

Writing for Radio

Radio is a widely listened medium of entertainment. Radio draws pictures in the minds of its listeners through words and music. There are so many types of programmes broadcast over radio. These programmes are as under :

1. Plays
2. Dramatised Short Stories

3. Talks
4. Discussions
5. Interviews
6. Dialogues
7. News
8. News Based Programme
9. Commentaries
10. Slogans
11. Serial Plays
12. Songs
13. Features
14. Documentaries.

The scripts for the above mentioned programmes are written by different writers. So, while writing for radio, we must keep in mind the following points to write a good script:

A. Language : Language plays a very important role in communication. State simple language rules the hearts of the audience. Avoid complex sentences; use simple and easy words so that your audience should not feel the need to consult a dictionary while listening to a radio programme. One thing we must bear in mind is that the medium of radio is meant for ears. The listener has no choice to listen the radio programme again and again because the word once b'cast can't be repeated again at the same time immediately. This is the main reason that emphasis is given on simple language and easy vocabulary.

B. Level of audience : The writer of the radio script must be aware about the different levels of his audience. In case of newspapers only literate people read newspaper—illiterate can't, but in case of radio this rule doesn't apply. Any body can listen to a radio broadcast. Any literate, semi-literate, illiterate, blind etc. can be a listener of programmes. Only deaf and dumb persons can't be radio listeners. So, radio script writer should be aware of the educational, social, economic, political and religious level of his audience. Keeping in mind these points he should select topics. He should also know their likings, dislikes and also their needs of entertainment.

C. Vocabulary : In all types of communication vocabulary plays a very significant role, particularly in radio broadcast. As we have already discussed complex sentences create problems for listeners to understand the programme. If a listener finds that the programme is knitted with difficult words, phrases, idioms, quotations etc. then he would lose his interest in the particular programme and he would switch off the radio or would shift to another radio station.

There are words, which have similar sounds like Bear—Beer, Night—Knight, Born—Borne. These types of words should not be used together. These words have same pronunciation but different meanings.

D. Use of Figures : Radio programmes are being listened to by every section of society and moreover radio is a medium for ears. People can remember only those things which they feel easy to listen. Odd figures and facts fail to create impact on people's memory. Don't use figures like two lakhs, twenty three thousand and five hundred. Instead you can say more than two lakhs. Always use round off figures like - for Ninety-eight thousand (about one lakh), one lakh and thirty eight thousands (about one and half lakh).

But this rule doesn't apply to the rate of interest, rate of taxes, excise duties where ever government policies are involved. While writing a script for news about the scores of a cricket match you can't round-off the scores, so in these cases exact figures have to be given.

The writer should be aware that his script should not be crowded with figures. A script shouldn't start with figures and two figures shouldn't follow each other. For example, "the target of procurement of wheat in central pool will be forty lakh tonnes, 10 lakh tonnes more than previous year."

As we have already discussed regarding the rates of interest, sale tax, excise duty, income tax etc. In other cases percentage should be rounded of to the nearest number. Any figure more than 0.5 can be rounded to the next whole number above and a figure less than .5 to the next number below. Percent preferably be converted into fractions, 25 percent can be converted as one-fourth, 50 percent as half and 100 percent as double. For example— Government decides an increase of sale tax on Automobiles from 10 percent to 20 percent. You can write this increase saying, The owner of new two-wheeler will have to pay 20 percent sale tax from the next financial year, double from the previous rate.'

E. Dates and Years : Generally we write dates and years in digits, but in script for radio, dates and years should be written as they are read : The Fifteenth August, or The 15th August. Years should be always written in full-like 1947, 1990 and not 47, 90.

Methods to Enhance Effect

As we have already discussed there are different formats of radio programmes, except discussion, commentary and interview, script is must for all other programmes like drama, skit, talk, dialogue, poetry, short story, serial, features, documentary, slogans, news, reviews. In discussion, commentary and interview only talking points are to be needed. Though every format has its own style of script, but the basic principles, we have already discussed, remain the same. To add more interest in different programmes we also use some other methods. These methods are of music & sound effects.

1. Music : The use of proper music in different programmes, give more colour to radio programme. Music can be used in drama, skit, feature, documentary, slogans, advertisements and dramatised story.

Music effects on appropriate time in a particular programme can make a programme interesting and meaningful. Many times in plays only music can convey the mean of the situation. So the script writer must be aware of this technique. He should write the script of a play, skit, feature and documentary keeping in mind the importance of music effects in the programme.

2. Sound Effects : These effects are used to create a real situation in a programme. Mostly these types of effects are used in drama, dramatised stories, skits, serials and advertisements. For example, suppose there is a situation in which two persons are standing on a railway platform. There is a hustle-bustle on the platform. So to create the real scene in the programme the voices of tea sellers, puriwalas, other passengers, and trains are to be required behind the conversation of the two persons standing on a platform.

So, the writer of the radio script must know the importance of sound effects in radio programmes. He should arrange his script leaving the scope to use sound effects in the programme.

Writing for T.V.

T.V. is a medium of communication for both eyes and ears. On T.V. there are so many things which don't require any spoken word to communicate the message. No doubt T.V. scripts require different styles of writing but the basic principle we have already discussed for radio script remains the same.

T.V. programmes also have the same objectives like information, education and entertainment. Spoken word is there in T.V. programmes the only advantage T.V. has the visuals. No doubt visuals have their own language but without spoken word the visuals may convey different meaning for every viewer. So, to fulfil the main objectives of telecasting T.V. programme can not be produced without scripts.

All the points of radio script apply in respect of T.V. script also. In T.V. programme emphasis is given on visuals; spoken words supplement it. But it doesn't happen in every programme. For news, full script is needed. Similarly scripts are also must for other programmes.

Simple language, easy vocabulary, small sentences and proper knitting of events are the main features of writing for T.V. and Radio.

Television News

Television is an audio-visual medium. TV has both sound and sight. A T.V. broadcast directly affects two senses simultaneously, those of hearing and seeing. It is more effective than the radio broadcast because eye absorbs much more than the ears at the same time. The eyes also retain the seen image much longer than the ears have heard.

TV is a medium of mass communication. It can reach all the corners of the globe. As McLuhan said, TV has turned the world into a global village in respect of communication of information, ideas and thoughts exchange. It has brought about an information revolution and has turned society into an information society.

TV is a credible medium because it shows things on the screen. T.V. is a glamour medium and it is also called the magic box. It captures the events even as they are happening. So, it is a medium of immediacy. It reports the events here and now.

Television is the newest of the four mass communication media print, radio, film and television. The impact of Television is great. When viewers see and hear the information on TV, it influences their attitudes, their manners, their speech, and often their daily habits.

Radio news writing evolved from newspaper writing, the television news writing evolved from radio news writing. If a television news item has no picture, the story is 'dry' and the news reader is 'in vision' or 'on camera'. Such stories are not different from radio news items. But with the visuals, things change. The, basic and most essential principle is that the words and pictures go together; the news copy should match the picture.

Fundamentals to be Followed

The television news writer has to make sure that he uses words to tell the story with the help of the visuals. Depending upon the duration and content of the various shots he can write the story taking three words in a second as a general guideline for time calculation. This does not mean that he should cram the script with details while the visual is being shown and thus 30 seconds would mean 90 words. A television news writer must remember that the pictures also communicate and a picture is said to be equal to a thousand words. Words should be used to help the picture communicate. The news script should supplement the picture giving additional relevant information. It should not, however, repeat in detail what the viewer can see or hear for himself. The best script is one which uses minimum words but with the pictures has maximum impact.

The basic rule of T.V. news writing is that the story must be clear at once. The viewer does not have second chance to see and listen. T.V. news writer must be able to make complicated stories simple so that it can be understood immediately. The golden rule is “never underestimate the viewers’, intelligence or over-estimate their knowledge.”

T.V. news should also be short ones. Long sentences should be avoided because it can not be read easily by the newscaster. Every sentence should be short, simple and easy to understand. The average acceptable number of words per sentence in T.V. news is 13 to 15. T.V. news is like headlines service which gives viewers only an outline of the event.

T.V. news writers use simple and everyday words. The language is conversational. Some examples are :-

Beat-for	-	defeat
End-for	-	concluded
Try-for	-	attempt
Died-for	-	passed away
Live-for	-	reside
Nab-for	-	catch
Bar-for	-	prevent
Before-for	-	prior to

Conversational words are short, commonly used words and therefore, communicate easily.

In T.V. news writing, the present tense is encouraged. Reporters and editors make effort to include up-to-date reports and they write copy in a manner that sounds fresh and timely. Present tense indicates that the action is still going on. But actions that belong to moments in the recent past cannot be forcibly dragged into the present. Do not write 'today' when the story broke yesterday.

It is also necessary to avoid the passive voice. Active voice is clearer and it takes fewer words than passive voice. Sentence should be straight to the point. Complex sentence with little known words and other literary techniques should be avoided. The inserted sentence structure used in newspaper writing is avoided in T.V. news. For example :

Newspaper:- "There is no danger from further flooding in the area, according to Shri Brajesh Tiwari, DC of Patiala."

T.V.:- "The DC of Patiala, Shri Brajesh Tiwari says, there is no danger from further flooding in the area."

In T.V. news-writing, subject and verbs are kept close whenever possible.

Television newsrooms generally use the same source of news that is used by other media. The primary sources of news are PTI (Press Trust of India) and UNI (United News of India) among other news agencies. Still photographs transmitted by facsimile wire service are also used on TV., especially those of late breaking stories for which moving pictures are not available. The satellite/microwave video feed is TV's own unique version of wire service. It is an electronic transmission of news stories originally recorded and sent by closed circuit microwave or through satellite to subscribers who record it on video tape and then decide which story is to be used for inclusion in their own local TV news shows. Most stations employ reporters/correspondents who gather news by going out with a camera crew to report. At times, owing to the absence of a visual, the reporter may file a dry story. Stringer/ Freelance camera persons also contribute visuals which are purchased.

TV stations also monitor radio news bulletins and if its story is very significant and there is no time to obtain visuals, such stories are telecast dry.

Every TV channel has its own rules of news writing style. Generally, for Television the right half (or two-third) of page is used for news copy. The left side of the page is for video information, visual effects, film or video tape rolls etc. The news items can be typed in all capital letters or upper lower case with triple space. Date is mentioned on the top of the first page. Initials are given in the upper left hand corner of every page. Paragraphs are used. While starting a story INDENT and number is given. If more than one page is required, the bottom of the first page's sentence is completed. When a word is crossed, it is blacked out completely. Complicated numbers are simplified using term as 'approximately', 'more than', 'about', 'almost'. For example, Rs. 4,001,696 in most cases should be written as slightly more than forty lakh rupees.

News items for broadcast should contain fewer quotes because there is no time for extended quotations. Too many titles and names are not put closely because it creates confusion. 'The former', 'the latter' words are only useful in print but in broadcast writing, this is impossible to ask the speaker to do so, it is also important that the source of information should always be mentioned.

3. SUMMARY

The main objectives of radio and T.V. are to inform, educate and entertain the people. All the programmes for radio and T.V. are written and produced in the light of these objectives. We should give only that information to our audience which can be useful for them. While entertaining the audience the writer must educate them and also feed new information for use in their life. Different subjects are covered in various formats of radio programmes like talk, discussion, dialogue, interview, feature, and documentary. Programmes for special audience are broadcast on different frequencies like those for rural audience, youth, women, senior citizens, children, industrial workers and tribes. During the 'Green Revolution' AIR played a very important role to spread the latest information among the farmers. In India, AIR works under the Ministry of Information and Broadcasting. While writing for radio it should be borne in mind that it is the medium meant for ears. Thus the language, vocabulary, use of figures, mention of dates must be carefully made keeping the level of the audience in mind. To add more interest to programmes, music and sound effects are used. In T.V. programmes emphasis is laid on visuals while the spoken words supplement it. The most essential principle in TV writing is that the words and pictures go together; the news copy should match the picture. Conversational style, short sentences, simple vocabulary, uncomplicated figures, use of active voice and present tense, including fewer quotes make the television news clear and well understood.

4. SUGGESTED READINGS

- | | | |
|---------------------------|---|--|
| • Radio and TV Journalism | : | Jan. R. Hakemulder |
| • Broadcast Journalism | : | Jan.R.Hakemulder,
Fay Ac De Jonge, P.P. Singh |
| • Broadcast Journalism | : | S.C. Bhatt |
| • Broadcasting in India | : | P.C. Chatterji. |

5. KEY WORDS

Television: The transmission of dynamic or sometimes static images, generally with accompanying sound, via electric or electromagnetic signals

Radio: The wireless transmission through space of electromagnetic waves in the approximate frequency range from 10 kilohertz to 300,000 megahertz

TV: Television

AIR: All India Radio

DD: Door Darshan

I&B: Ministry of Information and Broadcasting

BROADCAST WRITING : STYLES, TECHNIQUES

Objectives

After going through this lesson, you should have a clear understanding of :

- (i) How is writing for broadcast media different from that for print media.
- (ii) The techniques that result in a good media writing.
- (iii) The various script formats that are used for the radio broadcast programmes
- (iv) The style of writing for broadcast media.

Structure

- 1. Introduction
- 2. Content Presentation
 - Electronic Media Writing Styles
 - Broadcast Writing Techniques
 - Script Formats for Broadcast Media.
- 3. Summary
- 4. Suggested Readings.
- 5. Glossary.

1. Introduction

In paper I, we have discussed the basic points of difference between the print and electronic media. Then in paper-II, you gained familiarity with the ways of writing various pieces (news, features editorials etc.) for newspapers and other print media. Now you might be wondering, how is writing for print different from writing for radio or television? This paper shall deal with the need and ways to practice such a difference. In this lesson you will be introduced to the basic of writing for the broadcast media i.e. the Radio. The spoken word is the only way to reach the audience through radio. It must follow some specific principles and techniques to hit the target audience. The style, techniques and formats of the broadcast programmes are being discussed in this lesson.

2. Explanation

Print and Electronic Media Writing Styles

Communication has come to be recognised as the first principle of administration/ management. Effective communication is important instrument for good governance/ organisation/ establishments. Persons working in any organisation will show great enthusiasm and great devotion if they can easily understand the message, instructions, directions etc. Today, Govt. has set up information centres publicity departments and various means to catch the pulse of the people through

effective communication, which is tailor made and designed for the situation, time, place and audience.

Printed and spoken words are used as medium of communication. Spoken word existed much before the printed word. In the modern age of media both words related to different media of communication. Print relates with Newspaper, Books, Magazines, Journals, Pamphlets, Leaflets etc.

Where as spoken words has wider area as mentioned below :-

1. Person to person
2. Person to Group
3. Through Electronic media which is Radio, TV etc.
 - (a) Audio - Radio Broadcast & lectures
 - (b) Visual - Advertisements, Publications, Silent movies, demonstrations.
 - (c) Visual - Visual Rams & telecasts.

Printed words now also relates to computer education and awareness, e-mail, internet and recording of radio and T.V. in CD tapes etc.

Basic difference between print and spoken words is that former is designed for the eye, while the latter is produced for the ear. But, T.V. technology again creates the confusion of above said definition, because this media is related to both ear and eye.

Both type of media have pros and cons in view of their utility, audience and limitations.

Print media is an art and craft of several varieties. The only common denominator in all types of writing is that it originates in the mind and is concretized on paper. Of all the living species human being alone is bestowed with a quality of thinking, planning and greeting. It is said that writing begins in thin air and ends on paper. So expression takes written/print of spoken/audio words.

There are three major types of printing.

1. Relief printing (Commonly called letter press)
2. Lithography or planographic printing.
3. Gravure or intaglio printing prints.

A full newspaper, page, magazine page, even an advertising layout can be prepared by computer. Similarly Audio or Visual recording on CD have also become comfortable and have decreased the man power.

Spoken word is medium of public relations and everyone possesses the ability to speak. The object of public relations is to establish mutual understanding by meeting and talking to one another which is long way in the realisation of objectives. The PR activity of speaking can be used daily in many different ways. The spoken word is effectively employed in the straight lecture and can be better employed in the panel discussion. Question answer and discussion with plenty of participation from the

audience is always a good method of putting across ideas to the public. Even more spoken word plays a vital role at conference, tele conference, press conference. Spoken word provide one of the best opportunities for showing how good we are at our job.

For both print and spoken word : 7 C's of communication are to be kept in mind :

1. Credibility
2. Context
3. Content
4. Clarity
5. Continuity and consistency
6. Channel
7. Capability of Audience

Similarity in printed & spoken media

1. Both are tools of mass communication
2. Both are used for expression of views/ feelings, one is by pen or typing and another is by words/oral way.
3. Pillar of democracy because press is called fourth estate. Both have great relevance in India as well as to its system of political, economic, social, religious, geo, conditions.
4. Symbol of freedom of expression, and feed back media.
5. Highlights the Govt. achievements, policy in favour of public and raise the voice against incompetency and weakness of machinery/ administration, society etc.
6. Both have some objectives : To educate the people, to inform the people, to promote cultural, historical, ethical values of society.

There is no doubt that the objective are same of print and spoken word which are connected to newspapers and electronic media i.e. Radio & T.V. But there are many dissimilarities and differences in the eye of society.

Following are the differences

- Technical viability
- Space problem
- Time problem
- Authenticity of material
- Prolongress of effect of material
- Readership and audience difference
- Code of media implementation dissimilarity
- Language barriers.

It is a saying in USA society.

"The newspaper, magazines and other journals of the country..... have

shed and continued to shed more light on the public and business affairs of the nation than any other instrumentality and publicity."

During the last few years, Indian public opinion, our social values, national spectrum and accessibility of the both media have been drastically referred and transformed.

Other essential ingredients of basic elements are also changed by the fact as mentioned. These ingredients are

(a) Content : Content is the heart and soul of the Media. It is an emergence of own experience, understanding, encounters, practically knowledge, personal concerns, interests.

(b) Form

(c) Structure

(d) Style

(e) Reach and area

Main Goals/ Focus for print word/ Press

'Pen is mightier than sword.' This means that it affects human mind for long time. It is accepted that it has four stages :

1. Origination of story and subject.
2. Thinking and concentrating.
3. Writing/ computer web/ manual writing.
4. Final Writing/Script.

Main Goals, for Spoken Word-Media.

- To interest or amuse the audience
- To inform or teach the audience.
- To stimulate or impress.
- To convince or persuade
- Always remember that electronic media/spoken words media is most effective when we get personal
- Be positive
- Use the words that sound good
- Develop your own style of speaking
- Give variations while you speak. Do not be stiff
- Be yourself - Do not imitate
- Do not be over conscious
- Converse with your audience, and make the conversation participatory
- Use your voice effectively
- Take care of speed while talking
- Do not have very long sentences.

To Conclude we can say that both mediums have many similarities - dissimilarities, advantages, disadvantages pros - cons but both have the same objective that is to communicate.

BROADCAST WRITING TECHNIQUES

The term 'Radio' covers the radiation and detection of signals propagated through space as electromagnetic waves to convey information. The major use of Radio is in the communication industry. Radio broadcasting (AM, SW, FM) is worldwide industry of tremendous scope and mobile radiotelephone service to moving vehicles such as automobiles, boats, aircraft etc. It is a medium which is an essential instrument of national and to a lesser extent, local government all over the world.

In India near about 75% people live in rural area, where modern means of communication don't serve the masses. However our national literacy rates are still near about 62%. It means that 38% people neither write nor read. They can understand only spoken words in their language. Moreover this medium is mobile, small, cheap, relates to ear and brain and not to eye, and keep the person fresh. So Radio programmes should be more lively and up to date with healthy material needs good style of writing.

Some Radio programmes which needs basic and special style for the following programmes are :

Talk, Story, Dialogue, Feature, Play, Poems, Documentary, News, Radio News Radio Report, Serial, Radio Bridge, Replies to listeners letter, Classical Programme, Folk Music, Light Music, Devotional Music, Slogans, Interviews.

Main programme for various segments of people as below which are broadcast by various AIRs.

1. Farmer's Programme
2. Women Programme
3. Children Programme
4. Yuvvani Programme
5. Soap operas
6. Help line Programme
7. Musical Programme
8. welfare Programme
9. For Army Personnel

While Writing for Radio, we should keep in mind the following points.

1. Informative Script
2. Education and moral values
3. Entertainment & Information
4. Simple language
5. Small sentences

6. Level of audience
7. Vocabulary, Simple words
8. Use of Figures should be avoided
9. Do not stress on your tongue

- Slow speed and simplicity.

- Musical touch in background, opening and closing of Programme

Radio stations rely on different types of recording system to broadcast and store the Programme. Old analogue equipment has been replaced by digital equipment, where audio is recorded on to a computer hard disc which can be edited, stored played out.

These are some other bits which make the Programme more effective and impressive.

1. Defining the situation
2. Setting objectives
3. Target Audience
4. Message
5. Action and Activities
6. Budgeting
7. Evaluation
8. Credibility
9. Context
10. Content
11. Clarity
12. Continuity and consistency
13. Channels
14. Capability of Audience
15. Vision of producer
16. level of writer/script writer.
17. Conceptual
18. Linguistic
19. Conciseness
20. Correctness

Some tips of broadcasting techniques

1. Never hesitate
2. Be concise
3. Be confident
4. Be Quick and you must have presence of mind.
5. Awareness about latest happenings
6. Capacity to fill up the gap and keep your knowledge up to date through

magazines, other channels, newspapers, reading good books etc.

7. Clarity of message in writing.
8. Read your announcement material.
9. Leave some space for adding something at the last moment

At the time of announcement whether at live or recorded, every person must keep in mind the following things

1. Keep your chest up - your stomach in
2. Your weight to be evenly distributed standing/sitting
3. Do not cross your legs while speaking (It restricts circulation)
4. For clarity and depth in your voice give pauses when required.
5. Liberate yourself
6. Explore your communication potential
7. Do not hesitate.

Pronounce loudly and murmur following words 5 times while trying to keep the tongue forward, just behind the upper front teeth.

Tes, Deal, Tick, Dish, Tail, Thick, Nape, Table

Lips :-

A stiff upper lip is one cause of misarticulation. Say the words - pit- pat, pit-pat, pit-pat until you feel that your lips are free and not staffing each other.

Jaw opening Exercise

Pronounce the words while increasing accelerate your jaw opening

Hack, Dot, paw, Yard, Dart, Yacht, Tab, Dark, Tot, Tat, Led, Dark.

Breathing technique

Read the sentence given below as many times as you can in one breath.

"He hid at home and sobbed when his sister seized whatever he had on top in the thin five shelved closet."

Practical exercise to breath freely :-

1. Inhale slowly and deeply through the nose. Exhale slowly through the mouth repeat it. Then go forward to 'ahhh' huh ! huh ! huh!
2. Inhale slowly and count aloud clearly enunciating each number until you run out of breath.

SCRIPT FORMATS FOR BROADCAST MEDIA

Objectives of All India Radio are to inform, educate, create awareness, and entertain the people of India by broadcasting/ tele casting good quality of programmes/ healthy and positive news. In achieving these parameters this powerful media keeps the people all over the country informed quickly about Govt. welfare policies, plans, Programmes achievements, advertisement through the medium of sound broadcasting by putting on variety of Programmes.

The main function of this media is to plan, produce and broadcast Programmes

for to listeners all over the country. The Programmes put out by A.I.R. can be categorised as followed :

1. News and Programme of human interest broadcast from Delhi.
2. Regional service from individual station each satisfying need and interest of their respective areas including regional news bulletin.
3. Local Radio Station (F.M. Stations)
4. Programmes for listeners in foreign country (External service)
5. Commercial broadcasting service (Vivdh Bharti)
6. AIR FM Gold
7. AIR FM Rainbow

Keep following points in mind

1. Interactive with the listeners
2. Simple language is used and Good writing should last from first to last.
3. Be more concrete and concise.
Be more precise
4. Make it clear and complete.
Use simple words - clarity, precision
The simplest is the best approach towards developing the particular style ...
5. Talk script must be not be lengthy. 600-750 words are enough for good script.
Keep your language lively.
Make it active
Passive voice, unnecessary words looks very flabby. Use personal words.
On experiment basis -
The more you write, the more creative your writing will become.

- Objective and logical conclusion can be drawn on the basis of meaningful and authentic discussion, idea facts etc.

Accuracy, Brevity and clarity - Be reasonable and clear about the punctuation marks, pauses, stresses.

The sentence may not be a complete one, but if used in a proper manner, with proper punctuation marks it will have a good meaning.

- Professional interest must reflect from a writing.
- Never be biased. Be reasonable, it can affect anyone, widely.
- Every script of Programme should be mouth piece of public aspirations.
- Time slots - Programme -Speak like that
- facts be presented honestly
- Principles interest or selfish motive must not be there.

Principles for good script

1. Unity : Programme is an organic whole. Head/title illustration and text and concluded part
2. Variety
3. Balance
4. Harmony
5. Emphasis
6. Focus
7. Proper beginning, middle and end
8. Climax at a proper time.

It should be noted here that there are different types of script formats for different Programmes. There are many types of Programmes and even live announcements. "This is All India Radio. You are listening your favourite Programme" It should also be written.

Good writing is like the act of polishing diamonds. More one polishes the diamonds the more is the shine and brightness that comes out and the piece becomes more beautiful. Rewriting/polishing or good script involves the following things.

1. Organizing the information properly.
2. Liveliness
3. Style
4. Grammar
5. Spelling
6. Punctuation
7. Margin, space & total words strength.

The language of radio script should be natural and use only words from the spoken vocabulary. Contraction like here is, wasn't, don't etc. should be used as far as possible. Radio script should be written in present tense. This medium does not allow for repeating the message many times. Clarity on top priority, complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Keep it in mind duration of Programme, content and style of particular Programme.

There are different formats of script for different Programmes like. Feature, short-story, talk, play, promise, dialogue, live announcement, slogan, symposium, musical feature, serial production etc. have different type of script. All script has such good will result from.

1. Business activity and social actions in the Public interest.
2. Effective Communication and beauty of the image of subject.
3. Promotion of public knowledge, understanding and acceptance to create healthy environment in the society.

4. To follow the code of media as well as constitutional duties.
5. Keeping in view the law and order.
6. Have some objectives.
7. Highlights or underline the main idea.
8. There should be no commercial material in the script.
9. Creation of new paragraph with new idea.
10. There should be consistency, continuity, proximity, accuracy, less words, short sentences and good writing. Any good writing is an immense struggle. This is the reason why most people are not writers. It is the hardest profession in the world."

On the script page, it is better if following points are written.

1. Name of Programme
2. Title of script
3. Name of script writer with telephone no.
4. Address of script writer.
5. Date of Programme
6. Time of Programme
7. Name of producer
8. Approximate words.
9. Helping book/Magazine used list.

3. Summary

Writing for print media and broadcast media is different due to the varied appeals that these mass media have. Among the electronic media, are included the radio, television, internet, CD Roms, Cassettes (Video and Audio) and even the mobile phones. This lesson has acquainted you with the methods, codes and styles to be followed while writing for the Radio. There are different shows and programmes relayed through the broadcast media. All these have specific requirements in terms of style, format and technique that must be kept in mind while composing the script for these programmes.

4. Suggested Readings

- ◆ The Art of Recording by William Moylan
- ◆ Writing for the Broadcast Media by David Martha.
- ◆ Technique Behind Successful Scripts. by Nutan Joseph.

5. Glossary

- ◆ CD : Compact Disc
- ◆ AIR : All India Radio
- ◆ FM : Frequency Modulation
- ◆ The 7 C's : Credibility, context, content, clarity, channel, continuity and capability of the audience.
- ◆ Gold & Rainbow : FM channels of the AIR.

Television content and concern

Out of the different mass media such as newspapers, radio, television, internet among others, the one introduced in the country with the aim of promoting development was television. Television began in India in 1959 as an educational project supported by the United Nations Educational Scientific and Cultural Organisation (UNESCO) and the Ford Foundation. Television was based on the model of a public broadcasting system prevalent in many countries of Europe. In independent India, the political leaders recognised the value of information and its use for accelerating the process of development. Thus was started a model of public broadcasting committed to inform, educate and entertain the people.

Traditionally, educators have perceived television as not particularly beneficial to literacy development. Concerns were fueled by findings suggesting that with the introduction of television people spend less time reading books and reading scores decline. However, as our society is striving to make adjustments to the decline in literacy skills and new ways of learning and teaching are being explored, educators are becoming interested in exploring the educational potential of television and video for teaching basic literacy skills such as reading, writing, and math.

The interest in television as an educational medium has increased for several reasons. First, existing educational television programs that were developed to enhance the literacy development of both children and adults. Second, because television is a very accessible medium, it has the potential to reach learners that have not been able to participate in traditional adult literacy programs. Television is accessible both in terms of its technology and in terms of its content.

Behavior

Behavioral effects of television have been most extensively studied in advertisement research and in research on the impact of television on aggressive behavior. The link between television and behavior has often been difficult to establish (especially through observational studies). One of the problems is that learning occurs usually in at least two stages: acquisition and performance (cf., Bandura, 1973; Williams, 1981). Whether or not learning has

occurred is usually demonstrated through people's performance. It is possible, however, for a person to acquire a certain behavior without necessarily performing it for the researcher. In other words, failure to perform a given behavior does not mean that learning did not occur.

Attitudes, Beliefs, Values

There exists a large body of research that suggests that television has an important impact on people's attitudes, beliefs, and values. Particularly well documented is the effect of television on people's attitudes and beliefs about violence and different social groupings (e.g., women, ethnic minorities, older people). According to George Gerbner and his colleagues who conducted much of this research, television cultivates a common outlook or world view among its viewers. The more television a person watches, the more likely he or she is to accept the premises and facts of television reality as if they were facts of the world of everyday reality. For example, since violence is prevalent on television, heavy television viewers often overestimate the prevalence of violence in their lives. Gerbner refers to this process as mainstreaming. While Gerbner's theory is not very specific about the underlying processes for cultivation or mainstreaming, this theory does make two specific claims. The first is that television exerts its influence on people as a whole (independent of particular programs). The second is that the more television people watch the more they will be affected. While the claim that television affects people's attitudes is well documented there is little evidence available to support Gerbner's more specific claims about how television exerts its influence. In fact, both of these claims have been disputed and alternative models have been proposed.

Knowledge

Television is rich in both factual and fictional information. While there is little question that television, a medium designed to convey information, has an effect on people's knowledge base, there exists relatively little research on this issue. It has been proposed that television can have an impact on both the formation and organization of viewers' concepts. Relevant evidence comes from advertising research and research on the effects of social role portrayals. For instance, television has been shown to contribute both to the formation and change of gender role concepts in children. Similarly, food commercials have been shown to influence children's knowledge about the characteristics of certain foods and their concepts of what constitutes good nutrition. The underlying processes by which changes in viewer's knowledge base take place are not well understood. Possible mechanisms for the formation of concepts may include memorizing images of category instances encountered on television, or abstracting prototypes or rules from them. Arousal is another mechanism that has been invoked to explain television's impact on information acquisition.

Zillman (1982) discusses cortical arousal (i.e., those arousal processes that serve attention, perception, and response preparation) in this context. He proposed that certain features of television programs, such as rapid pace or visual effects may produce cortical arousal and thereby create attentiveness in the viewer, which in turn may facilitate his or her acquisition of information.

Cognitive Skills

There are a variety of ways in which television, both in terms of its content and its formal features or cinematic codes, can influence cognitive skills. It has been proposed that television has an effect on viewers' spatial abilities, imagination, and task perseverance. For instance, Salomon (1979) has demonstrated that watching slow zooms in to details of a large picture teaches children visual analytic skills. Similarly, watching changes in camera perspectives can enhance children's spatial perspective taking. The mechanisms that have been proposed to explain how television influences cognitive skills are similar to the ones offered to explain the behavioral effects of television. This is perhaps not surprising, as cognitive skills are sometimes thought of as internal behaviors. Salomon (1979) has proposed that formal features of television (such as camera movements) can model cognitive processes for the viewer. According to this account cognitive skills are being learned through observation and imitation. Another possible mechanism is that television may help to activate already existing mental skills in the viewer. For instance, Brown (1986) has argued that television may provide viewers with a rich storehouse of visual images that they may draw upon when engaged in imaginative thought. The available research is consistent with both of these explanations, so they should be thought of as complementary rather than as competitive.

Literacy Learning from Television

There exists now a fair amount of educational television programs that were designed to enhance basic literacy skills, including reading, writing, speaking, listening and basic math skills. Most of these programs were targeted to young children. What can viewers learn from such programs? According to the research that accompanied the development of some of these programs, television has been shown to affect literacy-related behavior, attitudes, knowledge and specific literacy skills as outlined below.

Impact on behavior: There exists little research that has addressed the impact of television-based literacy programs on literacy-related behavior. One reason for this may be the difficulty of observing and measuring such behavior. The scarcity of research should not be taken to imply that literacy programs do not have an effect on viewers' behavior. There are many ways in which television could have an impact on viewers' literacy practice. For instance, watching the

dramatization of a novel may encourage viewers to get the book and read it. Similarly, the content of a given program may compel viewers to write letters to their government representatives. Existing research has shown that programs like *Ghostwriter* and *The Electric Company* are successful in getting their audience (young children) to read along when text appears on the screen. Moreover, there is some evidence that the bilingual program *Carrascolendas*, which was designed to teach young Spanish-speaking children Spanish language and promote pride in Spanish culture, increased the use of Spanish language among their viewers.

Impact on attitudes: Several studies have demonstrated that literacy programs can be successful in changing viewers' attitudes about reading, writing and math. For instance, the program *Ghostwriter* has been shown to enhance children's awareness of the relevance of reading and writing. Similarly, there is some evidence that the program *Infinity Factory* has been successful at changing children's attitudes about math. Television-based literacy programs also can have a powerful impact on how viewers view themselves and their culture. The program *Carrascolendas*, for example, has been demonstrated to enhance target viewer's pride in their Spanish heritage.

Impact on knowledge: Literacy programs also can make an important contribution to viewers' knowledge base. Some of the effects that have been documented are word learning and the acquisition of cultural knowledge. Word learning has been shown to occur if new words are presented verbally, or in written form through captions. An increase in knowledge about Spanish culture and history has been documented for viewers of the program *Carrascolendas*.

Impact on literacy skills: The development of viewers' literacy skills is perhaps the most important goal of most literacy programs. Improvements in reading skills have been documented for viewers of *The Electric Company*. Similarly, viewers of the programs *Square One TV* and *Infinity Factory* have been shown to increase their mathematical problem solving performance. Exactly how these programs influence viewers' literacy skills is not well documented. It appears that at least the math programs facilitate the use of already existing skills.

Summary

Available research suggests that television has considerable potential for learning in general and for literacy education in particular. Television has been shown to influence viewers' behaviors, attitudes, knowledge, and skills. Research conducted in conjunction with existing literacy programs has demonstrated that television can induce viewers to engage

in literacy practice, to change their attitudes about literacy, and to learn words, numbers, and reading and math skills. Perhaps the most important message, though, that can be derived from available research is that whether or not learning occurs, is dependent on a variety of factors, including who is doing the watching, how the watching is being done, what is being watched, and in what kinds of activities the viewing is embedded.

Given the diversity of the adult literacy audience it may not be possible to develop one program or one curriculum that accommodates all. Program development efforts may need to be focussed on one subgroup of this audience. Alternatively, program development efforts could be diversified by developing multiple programs for multiple viewing contexts. In addition, the use of video technology (allowing for viewer interaction with the television program) and the integration of the television program into a structured learning environment can help to individualize instruction to some extent, especially to compensate for the effects of learners' age and literacy levels.

Research suggests that the way viewers approach the television medium has an important impact on what they learn from the medium. The more actively viewers process the information presented, that is, the more effort they expend at elaborating the materials presented and making inferences based on them, the more they will learn. Active viewing can be encouraged in multiple ways. For example, the design of the television program could incorporate requests for the learner to perform certain content related tasks (e.g., to read captions or to solve problems). Since little is known about which kinds of tasks may be effective, they need to be carefully selected and tested for their effects to insure that they will achieve the intended outcomes. Active viewing could also be encouraged through the instructional context or learning environment in which the television program is embedded. This may include emphasizing that the purpose for watching the television program is educational, engaging students in reflective activities such as note taking or discussion about the television program, teaching active television viewing skills as part of the curriculum, making use of video technology (e.g., VCR) that allow for learner interaction with the television program, and promoting co-viewing and peer mediation among learners.

Based on existing research, several recommendations can be derived for the design of educational television programs for adults. Overall, design efforts should be aimed at making the program accessible to a variety of learners besides encouraging them to elaborate on the content. Research has shown that the presentation of information through different symbol systems or multiple channels simultaneously can enhance comprehension and learning. However, the combination of multiple channels must be done with care in order not to tax viewers' attentional capacities. Research suggests that only if there is a high degree of correspondence between the information presented through different channels will learning be enhanced. An effective strategy for achieving such correspondence is to have one channel carry the primary message, and present redundant information in the other channels. Since adult viewers tend to expect that the primary message is being carried by the auditory channel, it may be useful to make the auditory channel primary. Alternatively, if a different channel is chosen to carry the primary message, viewers may need to be alerted to this fact so that they may direct their attention accordingly.

Another crucial aspect in the design of a television program is its pace. Designers need to select a pace that is slow enough so that the audience can keep up with it, and at the same time fast enough so that it will hold viewers' attention. For an audience as diverse as adult literacy learners, the ideal program pace will vary to a great extent between different learners. In order to accommodate a large number of learners, it may be most useful to select an intermediate pace, and make special provisions for slower learners to review the materials (e.g., encourage video-taping and reviewing the program at home; engage slower learners in special review activities in more structured classroom settings). In addition, programs should include undemanding segments following complex ones to allow viewers to assimilate and make sense of the information presented before additional important information is added. Elements such as music or explanatory examples can give viewers time to make inferences and elaborate on the information presented.

The selection and organization of the content present yet another set of design issues for educational television programming. Research suggests that materials that relate to viewers' personal experience and deal with the human and social aspects of real life are remembered best. Programs that embed target literacy skills in contexts that are familiar to

the viewers may therefore be most effective to hold their attention. The challenge for designers will be to select content that is both familiar yet challenging and interesting enough to capture adult viewers' interest. Research also suggests that the organization of information can have an important impact on how well it is remembered. Useful design strategies for helping viewers recognize the main point of a program include its repeated exemplification, and emphasizing it in the commentary.

The design of television-enhanced learning environments should be aimed at three major goals: To adapt the television program to individual students' needs, to clarify information presented and to deepen learning, and to help students to approach the medium. A key to an effective learning environment is to integrate the television component with all its other components, including the curriculum, teachers' roles, other learning materials, activities, the viewing context, assessment practices, and the broadcasting schedule.

Importance of Audience Research in Broadcasting

Audience Research refers to any research conducted on a specific audience sample in order to find out about their attitudes, behaviours and habits towards something that is broadcasted. In the modern day mass communication scenario, Audience research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other. 'Market Research' is conducted in marketing parlance as no media organization can afford to put their scarce resource at stake without knowing the potential audience and market for their media content. Apart from this, media houses are also subscribing to syndicated research done by the various media and market research organizations.

The importance of audience research lies in the fact that by knowing the taste of the target audience, broadcasters have the power to serve right content, thereby grow in popularity. It can be said that the secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

Various roles and functions of Audience Research which makes it vital are as follows:

- To provide instant feedback to programme planners/ producers through Quick feedback studies, Listeners' Letter Analysis, Content Analysis, Focus Group Discussions and Panel Studies etc.
- To carry out periodical large scale Radio Audience Surveys on various AIR channels to provide listenership data to programmers, sponsors, advertisers, and marketers.
- To Undertake sponsored Audience Research studies from other government departments/autonomous bodies
- To functions as data bank, research and reference section for the organization.
- To help in developing marketing strategies in terms of providing listenership data across socio economic categories.

Keeping all of the above in mind it won't be wrong to say that Audience Research is imperative for any Broadcaster to know about their audiences and plan their content according to their needs.

Role of Electronic Media in Socio- Economic Development

The rapid surge in the technological advancement has brought in many societal changes, one of them being instant transformation of the world into a global village. The technology advancement has also impacted the growth and development in conventional as well as contemporary media channels. The use of latest technologies in the electronic media has improved the quality of the news and broadcast presentation standards, also it has improved the flow of information on electronic media. The major development in the electronic media occurred after the opening of many new private TV channels as well as radio channels. With increased usage and penetration of internet over the years, the society has made many socio economic shifts.

Media and technology also play a vital role in times of stunned economic growth and environmental volatility. For instance, a lot of countries strive to increase their employment rate through technology and media for stimulating growth by creating new jobs. The information communications technology is not just a sector undergoing fastest development resulting in the direct creation of millions of jobs across the globe but also enables innovation and economic development. The mobile subscriptions statistics reveal that approximately 6.8 billion people across the world use mobile phone with over 40% of the entire world

population are already using internet which is also a form of contemporary media. Thus, in such an environment, the competitiveness of economies is dependent upon their capabilities to leverage and exploit new technologies.

Empirical evidence suggests that the technology and media sector across the globe is anticipated to be the largest employer. The technology jobs are anticipated to increase by 22% till the year 2020, leading to creation of 758,800 new jobs in USA alone. Moreover, in 2013, due to growth in global technology sector market, there was an increase of 8%, in new jobs and salaries (Linden, 2017). In addition, the empirical studies also confirm the positive impact of media and technology on the economic growth. One report of World Economic Forum (2018), suggested that with a 10 % rise in penetration of broadband Internet internet there is a 1.4% rise in the growth of GDP in emerging economies. Furthermore, with the development of media, the supporting industries also grow tremendously causing the boost in overall economic health of a country.

Moreover, the electronic media in any country plays a critical role in the socio economic development of country through propagating a shared national cohesion and identity for stimulating the people's resolve of accomplishing progress as well as overcoming the challenges of modern world. In addition, the media has also capability to shape and transform the societal norms and beliefs. The constant bombardment of a message from media results in increased acceptability of the idea in the masses over a period of time. Hence, it acts as a vehicle for change and upliftment.

Keeping all of the above factors into consideration, it can be stated that electronic media plays a pivotal role in shaping the socio economic landscape of any nation and if used wisely it can become a catalyst for positive change in the society.

KEY TERMS

1. Run Down : The Run Down is written by a team of reporters, producers, editors on air. The goal of Run down is three fold : To cover the day's top stories, to provide insight into how the evening's program is being shaped - including who we are talking to and what we are watching - and finally , to give readers a better way to connect with the people and personalities that make the program tick. It is a term used in many newsrooms to refer to the script for that night's broadcast. If a story is in the run down , it is slated to make air that night.

2. Promo : A promo is a form of commercial advertising used in broadcast media either television or radio. Commercial radio and television stations spend considerable time and energy promoting the interests of others directly through advertising and public service announcements. Promos may run on air or social media. Promos typically run for 15 to 60 seconds , with 30 second spot being the most common.

3. News Package : A news package provides broadcast outlets with access to your story through visuals , graphics and sound bites. It helps to determine what visuals , sound bites , graphics or other content is most appropriate to tell your story. A news package is usually the longest type of storytelling found on television newscasts. They are also found in long form news programming. Thus a package is a self contained news taped report. Usually a news anchor will read an introduction live and then the pre recorded story will be shown.

4. Ticker : A news ticker is a text based display in the form of graphic either horizontally or vertically that resides in the lower part of the screen space. It is a line of text of latest news that moves across the lower part of television screen. It is also known as news crawl. Avid news watchers are usually quick to recognize a news ticker as an electronic banner that sets across the television screen. News ticker information is usually brief. This is mainly due to the scarcity of news ticker screen space as well as an abundance of incoming data.

5. Cutaway : A cutaway is a shot that "cuts away "from the main action to any shot that adds visual information , and then returns to the original shot with new meaning. Imagery shown in a cutaway can occur anywhere in relation to your scene and have no strict geographical requirement. Shooting seamless cutaways are not always easy so sometimes cut away serves as a band aid for poor shooting , and often takes place in the editing room. While cutaways are shots , it is important to note that editors use them for maintaining continuity.

6. Aston : Aston is band TV advertising. It is a graphical advertising played on the bottom of the screen for an average time of 25 seconds. The ad is basically a flash ad that simultaneously played at the bottom of the screen with the content. Because Aston Band TV advertisements are played on the TV along with content , their cost is more than any other format. These ads are generally displayed during live programs and are placed right at the bottom of the screen. It is difficult to ignore these ads since they catch more eye balls and seek more attention. Aston bands are usually like thin horizontal strips with 15 sec duration per exposure. These ads are used in cases where one wants to increase the awareness about their business.

7. Location Bug : The term bug is used to describe as a common graphical elements in many video programs. Bug serve a unique purpose and can enhance the video program when done correctly. A bug is a graphical element that usually displays in or around a given corner of the viewable area of the video for the entirety of the program. A bug's main objective is to brand your video program with an identity. Major television networks consistently use bugs for this purpose.

8. Sign off : It is a term used to describe the cessation of a broadcasting signal usually during overnight hours. Some countries have a legal protocol for signing off. In the United States , the minimum requirement is the stations's callsign followed by its designated city of license.

Terminologies

1. Difference between FM and AM:

The **difference** is in how the carrier wave is modulated, or altered. With **AM** radio, the amplitude, or overall strength, of the signal is varied to incorporate the sound information. With **FM**, the frequency (the number of times each second that the current changes direction) of the carrier signal is varied.

2. Sitcoms:

Sitcom stands for situational comedy and can be defined as one of the programme formats where program is designed with comedy character in centre around which the humorous situations are created from episodes to episodes.

3. Storyboard:

A **storyboard** is a graphic organizer in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic or interactive media sequence.

4. Global Village:

Global village is a term used to define the globe whose periphery has been squeezed over the click of the mouse. It is often referred when we talk about universal concepts that has spread across over no time with the technological advancements.

5. ABP:

ABP stands for Amrit Bazar Patrika.

6. Non-Linear Editing:

The non-linear editing is a method that allows you to access any frame in a digital video clip regardless of sequence in the clip. The freedom to access any frame, and use a cut-and-paste method,

similar to the ease of cutting and pasting text in a word processor, and allows you to easily include fades, transitions, and other effects that cannot be achieved with linear editing. Currently most editing software are non-linear video editing software due to the high demand of editing requirements.

7. Advertorial

Advertorial comprises of two words i.e. advertising and editorial. It is generally a newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.

8. Commercial Broadcasting

Commercial Broadcasting also called as private broadcasting is the broadcasting of T.V. programmes and radio programming by private owner.

9. FATHER OF CINEMA

Dada Saheb Phalke was an indian producer-director-screen writer known as father of Indian cinema.

10. Public Broadcasting

Public Broadcasting is the broadcasting setup run by government whose primary mission is public service. Most of the funding comes from the government by the way of annual fees charged from receivers.

11. Radio Feature

A popular format of radio programme covering a particular topic having commentary and sound pictures.

12. Commercialization

The process of managing or running something for profit.

13. DTH

Direct to home service that provides television viewing service directly to subscribers through satellite transmission any where in the country.

14. Prasar Bharti

Prasar Bharti is Indian Public Service Broadcaster comprising doordarshan and All India Radio.

15. SITE

Satellite Instructional Television Experiment

16. Camera Script

A script detailing which camera is to be used during each shot of a film or television shoot.

17. Basic Camera Shots

Close-up (CU),
Medium Shot (MS),
Extreme Close-Up (XCU),
Long Shot (LS),
Over the Shoulder Shot

18. Broadcast Journalism

Field of journalism where news are published through electrical methods like television, Radio and Internet.

19. Global News Flow

News Flow or coverage of events in foreign countries also referred as international news flow.

20. Electronic Media

Any type of device that stores and allows distribution or use of electronic information. This includes television, radio, internet etc.

21. Globalization

Globalization is the free movement of goods, services and people across the world. In respect of media, it is free flow of information across the world.