

# STUDY MATERIAL OF SEMESTER III HONOURS- PAPER- C5 INTRODUCTION TO BROADCAST MEDIA

## News capsule for tv programme :

A news package is a creative, visual, and long-form of storytelling found on television newscasts. The news is conveyed to an audience by packaging a story that includes characters, facts, plot twists, and a climax together. This news package provides entertainment value to the must-know news facts at the same time.

### News Package

A news package is a self-contained taped news report. Many networks use news packages to provide innovative newscasts to broad audiences. Alternate ways of referring to these newscasts include package, taped package, news pkg, or simply as a pack. Examples of a news package are:

These types of newscasts deliver in-depth coverage of news events by investigating subjects of all kinds. News correspondents probe trends, crimes, conflicts, and issues of interest to present long segments, and sometimes full one- or two-hour broadcasts, as news packages usually run for 1:15 to 2:00 in length. This type of news presentation is best for complicated stories or ones that have multiple interviews. In the case of magazine-style news programming, packages can be 20 minutes or longer.

### Structure and Script

Reporters will often spend large amounts of their time researching stories and interviewing characters to eventually write the scripts for these packages. A common part of a news package is the appearance of a reporter talking into the camera. This is called a "standup" because the reporter is often seen standing in front of the camera on the scene of the story. Usually, the news anchor will read an introduction live, then the pre-recorded story will be shown.

Most viewers have never seen a script for a news package, as what the audience sees is the video form of the script. When a script is created, it often involves many different elements in addition to the exact wording of the story that the reporter is going to present, such as:

Storyline

Visuals

Audio

Timing and cues

Tone

Voiceovers

The writer has to consider both what the viewer sees (visuals) and also what they are going to hear (audio). There is the visual aspect of video production, where images and videos of the subject matter are presented, while the audio specifies sound bytes, voiceovers, and music that may accompany the visuals to help the story along.

Timing and specific cues for the editor and post-production team are also important aspects of script creation for news packages. Indicating the timing and length of a particular visual component on the script can help with weaving sound bytes and voiceovers together with images and storylines.

By also indicating the tone and feel that are to be conveyed, the emotional component of a newscast can start to take shape. Once the full package script is complete, the reporter is ready to go into a sound booth and record voice-overs.

The post-production team will then use the script to bring together the whole news package, to create a newscast that is entertaining, compelling, and informative, while keeping in line with the reporter's overall vision and storyline.

## **Video editing- :**

Video editing is the manipulation and arrangement of video shots. Video editing is used to structure and present all video information, including films and television shows, video advertisements and video essays. Video editing has been dramatically democratized in recent years by editing software available for personal computers. Editing video can be difficult and tedious, so several technologies have been produced to aid people in this task. Pen based video editing software was developed in order to give people a more intuitive and fast way to edit video.

Video editing is the process of editing segments of motion video production footage, special effects and sound recordings in the post-production process. Motion picture film editing is a predecessor to video editing and, in several ways, video editing simulates motion picture film editing, in theory and the use of linear video editing and video editing software on non-linear editing systems (NLE). Using video, a director can communicate non-fictional and fictional events. The goal of editing is to manipulate these events to bring the communication closer to the original goal or target. It is a visual art.

### **Types of editing-**

Though once the province of expensive machines called video editors, video editing software is now available for personal computers and workstations. Video editing includes cutting segments (trimming), re-sequencing clips, and adding transitions and other Special Effects.

Linear video editing uses video tape and is edited in a very linear way. Several video clips from different tapes are recorded to one single tape in the order that they will appear.

Non-linear editing systems (NLE) allow video to be edited on computers with specialized software. This process is not destructive to the raw video footage and is done by using programs such as DaVinci Resolve, Avid Media Composer, Adobe Premiere Pro and Final Cut Pro.

Offline editing is the process by which raw footage is copied from an original source, without affecting the original film stock or video tape. Once the editing is complete, the original media is then re-assembled in the online editing stage.

Online editing is the process of reassembling the edit to full resolution video after an offline edit has been performed. It is done in the final stage of a video production.

Cloud-based editing is the process of utilising the internet to work with content remotely, collaboratively or of a time-critical nature such as editing of live sports events in real-time using video proxies (lower resolution copies) of original material.

Vision mixing is used when working within live television and video production environments. A vision mixer is used to cut live feed coming from several cameras in real time.

## **Radio broadcasting in India- :**

91 years ago, this week was the first radio broadcast from Calcutta's Indian Broadcasting Company's station. This innocuous, expensive technology took the freedom movement securely underground and paved the way for today's media-hungry population.

### History of the radio in India

Indian radio is a cultural phenomenon that has revolutionized our lives since the 1920s. Recent studies have shown that the radio is the fastest growing and penetrative broadcasting medium among the youth and working class in India.

Your morning companion to work has been through a lot, with the Indian Independence movement being part of its grand story. No traditional technology has stood the test of time quite like the humble radio and it has now become a symbol of resilience for India.

### 1929: India gets its first radio

The 1920s saw the first radio sets imported to India and two stations set up in Bombay and Calcutta for the purpose of news broadcasting only. The number of radio sets all over India was very low and it remained a rich man's toy. The BBC began its broadcasts to India in the 1930s and with an increase in the tariffs on the radio, it remained painfully out of reach of the Indian populace.

The All India Radio (erstwhile known by various names) was established in the 1930s to disseminate news amongst Indians. This news was tightly controlled by the administration and rise in popularity with many Indians and revolutionaries at the time.

### Pre-Independence

Slowly after as the number of radio sets in the country crossed 100,000 there was a rise of numerous underground radio stations. Most of these were discovered and shut down by the police forces, with underground radio being one of the primary communication links for the revolutionaries since 1935. The amateur licenses were revoked by the British for fear of Indians aligning with the Axis powers and destabilizing the allies in Asia. This criminalized the use of amateur radio and forced it underground in the first place.

The AIR began broadcasting whitewashed news from the BBC suited to Indian sensibilities and focused on the news of World War II while largely neglecting Indian news. The Azad Hind Radio, led by Subhash Chandra Bose, grew in response to this ban and used its reach within and outside India to rouse Indians to stand up to the government and also provided news of the War. He openly condemned the AIR and the BBC and created nationalistic sentiment for Indians fighting the War under the Indian Legion or the Indian National Army. There were weekly news bulletins in eight national languages for volunteers in these forces broadcast from Germany, and later Singapore. This radio station was classified as propaganda radio within India, and aimed to counter the Allied radio news.

Within India, local radio stations were so rigorously monitored that each underground broadcast had to be randomized and anonymous and limited to a few minutes.

One of the most infamous among these was the Congress Radio, which had a three-month run during the Quit India Movement. During its short tenure, the radio had an immense impact in rousing Indians and allowing direct broadcasts from national leaders to step up the demands of Indian freedom. Dr. Usha Mehta was one of the leaders of this station and she coordinated the movement and popularized it among the people. She was arrested and imprisoned for her involvement with organizing the Congress Radio. The radio was clearly perceived as a threat to the British rule and became a huge leveller in the fight for Independence.

### Post Independence and Liberation

The post Independence era radio recreated the news bulletin culture of the English in affluent households and chronicled numerous historic occasions such as the Tryst With Destiny, election results, the Five Year plan, amongst several others.

Over time as the radio medium was popularized, the AIR (also called the Akashvani by Rabindranath Tagore) was the primary and only news medium controlled by the government. The AIR became the first link between a new government and its people with most policies being announced over radio news bulletins. The early speeches by Jawaharlal Nehru and Dr. Rajendra Prasad helped maintain optimism in the newly partitioned India. The radio helped preserve the idea of India during the trying times of 1962-6 and during the war for the liberation of Bangladesh in 1971. Prime Minister Indira Gandhi used the radio to communicate with the people when declaring the Emergency in 1975 and thereafter, tightly controlled the news being fed to the masses, asking for news to be flattering to the government.

As the emergence of the transistorized radio increased radio access in communities after 1978, the radio was still restricted to the AIR. The radio created educational segments and interviews to educate the public on subjects like modernized farming & health. The AIR had entertainment segments called Vividh Bharati wherein Bollywood music was played and also advertisements were featured, creating the radio culture that is prevalent to this day.

### The resurgence of the medium

During the 1990s Indian audiences abandoned the radio for the television and with fewer people buying radio sets, the medium fell in viewership and thus, stations died out or sold out cheaply. However in the 2000s, it radio took off again, and the growth in viewership and revenue has seen a consistent growth till date. The resurgence is very atypical in broadcast media, given that nobody has gone back to embrace the telegram what was different for the radio?

Perhaps this can be attributed to the growth of the mobile phone which reduced radio from being a bulky, standalone device to a handy application in a breakthrough piece of technology- the radio suddenly became cool again. The radio has this unique advantage of having seamlessly integrated into the phone and online

spaces that its predecessors didn't. The radio receivers could be embedded into mobile phones, vehicles and didn't have an added cost for entertainment. This made the radio a standalone, on the go entertainment accessory everybody needed.

Furthermore, what added to this complete image-transformation of the radio was the entry of private players after the government sold 108 FM frequencies starting in 2000 to private channels. Times FM did exist in the 1990s, but restrictions by the government didn't help build a competitive radio space as it did a decade later. Radio City Bangalore in 2001 began the wave of the new age radio we are now so familiar with. The radio also became profitable in the metros with advertisers vying for prime time advertising in a cool new space.

Even today, the strength of the radio is the connect it has with its primary audience that drives advertising like no other medium. With the radio becoming so ubiquitous, hyper-local advertising which helps target audiences effectively followed suit. The TV cannot compete on this front- and advertising is often more expensive and less effective than that of the radio. The Indian radio today has a wider audience than the BBC, one of the oldest, richest and most reputed TV channels.

The amateur radio, the backbone of India's radio, also didn't grow too much post Independence.

The radio took off in the amateur space only after 1984, when taxes on radio equipment were waived. The 2000s saw a meteoric increase in adoption of amateur radio- about 17,000 licensed HAM channels existed as of 2007. The amateur radio space has helped avert and mitigate deaths and provide vital communication links in times of emergency and natural disasters. India also is one of the only players to have an amateur radio satellite (the HAMSAT) in orbit today. In fact, today, we can thank amateur radio enthusiasts in aiding rescue efforts in the devastating Kerala floods.

## 24/7 news channel :

The news media has adopted a 24-hour news cycle over time, providing a constant flood of information.

Most news outlets have started covering the news close to 24 hours every day. This has come in the form of TV news broadcasts, online news websites and streaming services. The news industry has slowly changed since adopting this model.

The 24-hour news channel is 24-hour investigation and reporting of news, concomitant with fast-paced lifestyles. The vast news resources available in recent decades have increased competition for audience and advertiser attention, prompting media providers to deliver the latest news in the most compelling manner in order to remain ahead of competitors. Television-, radio-, print-, online- and mobile app news media all have many suppliers that want to be relevant to their audiences and deliver news first.

A complete news cycle consists of the media reporting on some event, followed by the media reporting on public and other reactions to the earlier reports. The advent of 24-hour cable and satellite television news channels and, in more recent times, of news sources on the World Wide Web, considerably shortened this process.

The character of TV news has been and is still, under a constant change owing to these 24-hour news channels. There was a time that people used to sit in front of their TV sets at prime time and watch Doordarshan for informative news by journalists like Salma Sultana and Pratima Puri. and they generally provided a pretty good snapshot of the days' activities, breaking in when there truly was "breaking News". We did not spend a chunk of the day glued to our sets to "see if the kid has been pulled from the mcd pit yet".

The 24-hour news cycle arrived with the advent of cable television channels dedicated to news and brought about a much faster pace of news production with an increased demand for stories that can be presented as continual news with constant updating. This was a contrast with the day-by-day pace of the news cycle of printed daily newspapers. And now, with this dynamic character of TV news, nothing is as old as a previous day's newspapers, and consequently, newspapers no longer break the news unless they are doing it through their online portals and digital offerings.

The rapid pace of the news has also created situations where news organizations, wanting to be the first to break a story, report the news before having all of the facts. Politically, this has caused so much mis-, or partial, information to be put out in front of the public, often before even a cursory fact check and quite often in spite of a fact check. Mistakes happen. We all know it's inevitable, but in journalism, mistakes are supposed to be prevented. There is a responsibility present in every newsroom to check sources, facts and everything in between. As the competition to be the first to get a story out steadily increases, though,

mistakes are becoming more common. Arguably, the biggest and most important story of 2011 was the death of Osama Bin Laden. In the rush to get the story to the people, Fox News spelled the terrorist's name wrong and reported to the American public: "Obama Bin Laden Dead." These examples support the argument that a 24-hour news cycle puts too much pressure on journalists to constantly find the best story, write it and accurately report it to the public in the least amount of time possible. This kind of pressure only amplifies the possibility of errors. With mistakes like the ones above, we have to question whether or not journalists are checking sources. When we check our phones, televisions and computers for those constant information updates our society seems to thrive on, we assume the information is correct, but that's apparently not always the case, but eventually you have to wonder who exactly is checking the facts 24 hours a day? If the information is false, then how do we know who to trust for our news fixes? That's a question that needs to be asked, but the answer is not easily found. If a lie or incorrect or distorted "fact" is repeated often enough, many begin to believe it.

More seriously, the 24-hour news agenda does pose challenges for democratic governance. It means that politicians have to come up with short-term responses to complex problems. The media then moves on to another story with little analysis of the problems encountered in the implementation of the 'solution'.

Government is continually called on to 'do something' about problems which it may be incapable of solving, at least by short-term fixes. And by now we all know that when we hear the phrase 'tough new measures', it is usually the case that they are not that tough, provide reheated versions of old policies and are not properly thought through.

## Different Types of Interview :

The interview is a conversation between interviewer and interviewee based on which interviewer hires for the job role. Interview is an opportunity to experience new situations, handle interesting questions, learn about businesses, improve the communication and story-telling skills.

Interviews also have types – face-to-face, and the list goes on.

### Face-to-Face Interview -

This is a traditional and most effective way to evaluate a candidate as it is a more personalized form of interview. A face-to-face interview can be for assessing your technical, managerial or behavioral interview questions competencies based on the requirement of the role. Such interviews can go anywhere from 30 minutes to a couple of hours.

### Written interview -

Now and again, if diaries simply don't allow another format, you may be asked to respond to interview questions in writing. In this case, the journalist will likely send a set of questions to your PR team. The team will then work with you to compose answers, and send them back for publication.

The written interview may give you little opportunity to strike a relationship, or to delve in any great depth into either your organisation or its views, but don't let that obscure the potential advantages on offer.

Approached in the right manner, the written interview gives you complete control. Your PR team, alive to the increased risk of misunderstanding or comments being used out of context, will put in the legwork before and after the questions are answered. Your focus should be solely on the rare chance to plan, and edit, your responses as they'll appear in print.

### Group interviews -

Group interviews are a great way to test your ability to work with others and handle pressure. You will be asked to discuss a problem or issue, and then you'll be expected to work with other candidates on the same task. Group interviews require you to think on your feet, communicate clearly, and display leadership skills by facilitating problem-solving.

Be prepared for potential curveballs. You never know what kind of question could come up—so make sure you have your elevator pitch ready.

If you disagree with something someone else in your group has said, keep it positive and focus on what you agree with. It will help you build rapport with the interviewer and show them that you can work well with others.

#### Telephonic interview -

A telephonic interview is an interview that's held over the phone. Make sure you have a clear, professional-sounding voice, or perhaps get all your questions and answers written down before the big day. Telephonic interviews are most commonly used for candidates who are located in different cities or countries but can also be used to screen candidates who live nearby.

Make sure your voice is clear, loud enough to be heard clearly, and without background noise or static interference.

Listen carefully and respond appropriately.

Don't repeat yourself—this will show that you're nervous and unsure of yourself.

#### Vox pop-

From the Latin "voice of the people." You go on the streets and ask people for their comments and reactions on various events.

Done a lot in local papers; sometimes have to take a mug shot of the people you interview as well.

there are a variety of types of interviews that you may encounter as a job seeker, and you can follow the simple tips provided above to successfully crack your interview. You can prepare for them by practicing, staying positive, and researching the company or person you're interviewing.