M.A. MASS COMMUNICATION

MSM-514

MEDIA WRITING-3

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1.0 INTRODUCTION

Radio is the most popular medium of mass communication, has brought radical revolution in human consciousness through its multifarious activities. Radio is considered as a traditional medium of entertainment, education and information. In view of the increasing awareness, poverty alleviation and community development, the United Nations Commission on human rights look upon the information as one of the basic Human Rights. Radio carries information that's

needed by the ordinary citizen to play his part in modern society. Radio serves the people by broadcasting various kind of programmes such as music, talks, interviews, discussions, newscasts, plays features, documentaries, university programmes and special audience programmes. Besides regular programmes of entertainment, it broadcast major publicity campaigns on important socio-economic themes such as health and family welfare, agriculture and rural development, national integration, and communal harmony. It also broadcast campaigns against evasion of income tax, excise and customs duties, smuggling, drug addiction, dowry, and terrorism and anti-national activities. These major campaigns aimed at educating the people about different economic development schemes in the region i.e. balanced diet, small-scale industries, mobilization of national savings, awareness about civil rights, the economy in energy consumption etc. In this lesson, the growth of radio, Radio During & after Independence Movement, Commercial broadcasting, Committees on Broadcasting, Broadcasting Code, Types of Radio Broadcasting setup in India Charters tics, Role &reach, Strength& Weakness and Future of radio in Indian context has been discussed in detail right from its start in 1920s to the latest FM technology. The chapter highlights the importance of radio for the common man and for youth, women, farmers as well. Further, the public broadcaster All India Radio, which is serving the Indian masses for decades, has also been discussed in detail.

1.1 LEARNING OBJECTIVES

➢ The objective of this chapter is to give deep insight into the history of radio broadcasting in India as well as its growth in India.

➢ Through this chapter, the reader can know about the early development of radio as a mass medium, role of radio in the freedom struggle and during war years, All India Radio at the time of independence and in the late 1990s.

➢ Another objective of this chapter is to give information about the contribution of various committees in the development of Broadcasting in India.

➢ This chapter will also focus on the emergence of types of Radio channels along with the ethics of broadcasting.

1.2 RADIO AS MASS MEDIA

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. By the 18th century, the newspaper had

maintained its supremacy as a mass media. After various technical discoveries in 1896, 1906 was the first time when a human voice was heard by an instrument, known as wireless. That was the time of the birth of radio, it was the same attraction as we had recently with mobile, Facebook, WhatsApp and internet.

When radio developed, it did so through six separate phases. Those are as follows: 1) scientific achievements, 2) radio stations, 3) finance, 4) networks, 5) programming, and 6) regulation. The necessary achievements chronicled the first step toward radio broadcast. It involved inventions such as electricity, the telegraph (and wireless telegraph), and the telephone. Communication was revolutionized thanks to the creation of this. Messages were sent faster than before. Electricity also had a hand in it. In the late 1800s, the General Electric company emerged and began looking into the wireless transmission. The real jump forward for radio was with Heinrich Hertz. He created the first device that was able to produce radio waves. Another man, Guglielmo Marconi, added to it when he made antennas. They could transmit messages as well as receive them.   Real progress was made later when a human voice was finally able to be transmitted over the radio without any wiring. Over the years, radio became highly popular.

By 1924, it's estimated that over 3 million homes had radio receivers. overall, radio changed mass media by providing the whole idea of wireless communication. It also enhanced the need for immediacy and to know information right as it happened. People were kept up to date daily on the common occurrence. Aside from that, radio was a new type of entertainment: from music, stories, or even sports. Radios were as big back then as television is today. People would gather around them to listen, as our society sometimes sits in the living room to watch the television.

Radio entered India in 1923 and after that, it gradually became the medium of common people across India. The time when radio arrived in India was a period of slavery, of struggle, during this time radio, played an important role for Indian independence, development of India, upliftment of Indian society. Until 1930, radio was in the hands of private companies (Indian Broadcasting Company Ltd) and wealthy people. After this, radio gradually became available to the common man. After 1930 it was acquired by the government due to its popularity among the masses. And it was called Indian State Broadcasting Service (ISBS).   then it becomes All India Radio on 8 June 1936. Its annual license fee was also waived later and radio sets were within the reach of the common man. radio provided its services, especially for Indian farmers, women, and children. As a result, the

Green Revolution and White Revolution are in front of us. Through radio, the Yuvani program, SakhiSaheli program and Bal Sabha program entertained these special listeners of Indian society. At the same time, by empowering the slogan of Jai Jawan Jai Kisan radio also provided amusing services for the military persons working in remote areas. With the arrival of Vividh Bharati in 1957, radio made its place in every heart from house to house through its 24-hour entertaining programs keeping in mind all aspects including Indian society, Indian culture, Indian art, and its programs. Radio felt a bit of pressure in its domination in the 1990s with the introduction of colour TV and cable media, but again in the 2000s, radio comeback through private FM, community radio, internet Today, in the journey of 100 years, radio attracted different colours of Indian society, civilization, and culture, through its programs,

1.2.1 RADIO BROADCASTING IN INDIA

The history of broadcasting is in extricable interwoven with the history of a momentous era, an era which saw the climax of India's struggle for independence, the attainment of freedom and the first steps of a young nation on the road to fulfilment and stirrings of economic reconstruction.

Broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore, through even before the clubs launched their ventures; several experimental broadcasts were conducted in Bombay along with other cities. The Times of India records that broadcast was transmitted from the roof of its building on August 20, 1921. However, the first license granted for transmitting a broadcast was given only on February 23, 1922. The radio club of Calcutta was perhaps the first amateur radio club to start functioning (November 1923) followed by the Madras Presidency Radio club which was formed on May 16, 1924. Financial difficulties forced the clubs to come together in 1927 to form the Indian Broadcasting company (IBC), a private company, fired by the financial success of European broadcasting.

Lionel fielden was appointed as first India's controller of broadcasting. A group of Indian businessmen, fired by the financial success of European broadcasting, had floated a company in 1927, with two meagre capital, built two weak little stations at Calcutta and Bombay. In the following three years they had gathered some 7000 listeners and lost a great deal of money. The government of India was running broadcasting set up under the title Indian state broadcasting Service (ISBS), under the supervision of field. ISBS was set up under the Department of Industries and Labour,

which was later turned in to All India Radio (AIR) in June 1936, as advised by Lionel fielden.

1.2.2 RADIO DURING WAR

Radio was catering to the need of the masses by providing information, so it gave rise to the need for the updated information in the form of news bulletins on radio. The first daily news bulletin on the radio went on air in 1936. World War II gave rise to the national network along with the installation of high power transmitters to expand coverage. Nazi Propaganda was coming through loud and clear, and it needed to be countered. Thus was established the practice of all news bulletins being broadcast from the central newsroom. During the war years, as many as 27 bulletins were broadcast each day. Further, the external services as also a monitoring service were set up as part of the military intelligence wing. These were delinked when the war ended, and All India Radio was transferred to the Department of Information and broadcasting in 1946, and it remained with that department till September 1997 when the ParsarBharati (or Broadcasting Corporation of India), an autonomous body was constituted under the Prasar Bharati Act 1990.

The role of radio during the freedom struggle of India can never be undermined as the majority of prominent leaders of the freedom struggle used radio broadcasting to propagate their cause. Speeches of various leaders like Mahatma Gandhi, Netaji Subhash chanderbose utilized this wireless communication to link with people living in various parts of Country. The leader of quit India movement had no access to the All India Radio as Britishers were using it for their own propaganda. Due to this reason, a group of congress freedom fighters like Usha Mehta, Vithaldas Khakar, Chandrakant Jhaveri launched their short-lived congress radio on September 03, 1942, on 41.78 metres, from somewhere in India. The broadcast continued till November 11 of that year with a short break from October 15 to 17 to raise the capacity of the transmitter. However British police came to know about the underground radio broadcasting centre, which was shut down and police also caught up young freedom fighter for operating radio broadcasting against the Britishers.

Besides, Netaji Subhash Chander Bose in Germany in 1942 also started the radio service named "Azad Hind Radio", to encourage the Indian to fight for freedom. Initially the headquarter of the radio service was in Germany but later shifted to Singapore and later to Rangoon following the course of the war in South East Asia region. The station broadcast weekly news bulletins in various languages like

English, Hindi, Tamil, Bengali, Marathi, Punjabi, Pashtu and Urdu along with some other languages. Azad Hind Radio was aiming to counter the Anti India radio.

1.2.3 RADIO BROADCASTING AFTER INDEPENDENCE MOVEMENT

After independence, the number of new radio station and transmitters were installed as a pilot project. There were only ten centres of All India Radio including six stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli, and four stations in princely states of Mysore, Aurangabad, Hyderabad and Travancore with a mere 18 transmitters, and the number of receiver sets at just 2,50,000 for population of exceeding 325 million, drastic steps were called off.

1.3 COMMERCIALBROADCASTING

The financial aspect of the Radio broadcasting was very important for the survival or expansion of the broadcasting network, so a commercial service named VividhBharati was started in October 1957 to increase the interest of the people through film music etc. Almost after ten years of VividhBharati Service, commercial in the form of Radio jingles went on air in 1967. Since its inception of VividhBharati, it has been providing popular and melodious entertainment programme, presenting a mix of film music, skits, short plays and other features, broadcast 24 hours countrywide. VividhBharati has a network of consisting 37 VividhBharaticentre and some local radio stations reach more than 97% population of this country. The Programmes of VividhBharati are also very popular in the neighbouring countries, as listeners who listen to it through short wave network, have been writing appreciation letters to All India Radio regularly. There are not many broadcasting organizations in the world which could claim separate channel for the youth as the AIR has. The programmeYuva-Vani (The voice of youth) was started from Delhi on July 21, 1969, which by coincidence, the day on which man first landed on the moon. The programme caters to the age group 15-30 years which is a spectrum of several subgroups. Yuvavani caters to all these groups through their involvement and participation in these Programmes.

1.4FORMATION OF COMMITTEES ON BROADCASTING

Until September 15, 1997, All Indian Radio was completely owned or controlled by the central Government. To make the AIR and Doordarshan as an autonomous body under the umbrella of ParsarBharati, the various committee played an important role.

- **Chanda Committee:** In 1964 a committee on Broadcasting and information Media was set up under the chairmanship of AK Chanda. It recommends in his report of 1966 separation of Radio and Television with two independent corporations. Although it was not accepted by the Government then, later the separation ultimately came about in 1976 and TV set up was called Doordarshan. Another recommendation was that of setting up of commercial service, which was started from VividhBharati in 1967.

- **Verghese Committee:** In 1977, Janta Government appointed a working group under BG Verghese, to suggest an autonomous setup of AIR and Doordarshan. It recommended the creation of AkashBharati in 1978 and thus a bill was introduced in 1979 in this regard. But with the fall of Janta government, the bill lapsed.

- **Prasar Bharati Act 1990:** After the gap of 12 years from the recommendation of Verghese committee, the successive government again took the initiative to provide the autonomous status to the AIR and Doordarshan. The AkashBharati Bill renamed as ParsarBharati bill and introduced in 1990. Even after the formation of the ParsarBharati, supposedly an autonomous body for public radio and television broadcasting both All India Radio and Doordarshan continue to act as media units of the Ministry of Information and broadcasting. The landmark judgment of the supreme court in 1995 when it declared that 'airwaves are public property' and that the public is distinctive from the government. It directed the central government to constitute an autonomous broadcasting authority to license and regulate the use of the airwaves for broadcasting. In September 1997, the ParsarBharati(or Broadcasting Corporation of India) was established as an autonomous body to give effect to the ParsarBharati Act 1990.

The Broadcasting Bill (1997) was drawn up by the united front government, later revised by the Congress government. Both these lapsed and another attempt was made in the year 2005 to revive the defunct broadcasting bill. The Ministry of Information and Broadcasting wrote up yet another: the draft Broadcasting regulation bill 2006- the fourth such bill in a decade. It was to be introduced in Parliament in late 2007 but as in earlier attempts of the government to regulate broadcasting- the placement of the bill was postponed to give time to the industry to evolve its own code for self-regulation.

1.4.1 BROADCASTING CODE

The current broadcasting policy is based on the AIR Code of 1970, which sets down certain guidelines for broadcasters, under these codes; the following things are not permissible.

➢ Criticism of friendly countries.

➢ Attack on religion or communities.

➢ Anything obscene or defamatory.

➢ Incitement to violence or anything against the maintenance of law and order.

➢ Anything amounting to contempt of court.

➢ Aspersions against the integrity of the president, governors and judiciary.

➢ Attack on the political party by name.

➢ Hostile criticism of any state or the centre.

➢ Anything showing disrespect to the constitution or advocating change in the constitution by violence, but advocating change in a constitutional way should not be debarred.

1.4.2 TYPES OF RADIO BROADCASTING SETUP IN INDIA

PUBLIC BROADCASTING

All India Radio India's Public Service Broadcaster, the Radio vertical of Prasar Bharati has been serving to inform, educate and entertain its audiences since its inception, living up to its motto – 'BahujanHitaya: BahujanSukhaya'. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast and the spectrum of socio-economic and cultural diversity it serves, AIR's home service comprises of 470 Broadcasting centres located across the country, covering nearly 92% of the country's area and 99.19 % of the total population. Terrestrially, AIR originates programming in 23 languages and 179 dialects

PRIVATE RADIO BROADCASTING

Until 1993, All India Radio, a government undertaking, was the only radio broadcaster in India. The government then decided to privatise the radio broadcasting sector sold airtime blocks on its FM channels in Indore, Hyderabad, Mumbai, Delhi, Kolkata, Vizag and Goa to private operators, who developed their own program content.

In 1999, the Government announced a liberalised policy for Expansion of FM Radio broadcasting through private agencies (Phase I), allowing fully owned Indian

companies to set up private FM radio stations on a licence fee basis. The main objectives of the policy were to make quality programmes with a localised flavour in terms of content and relevance and to encourage new talent and generate employment opportunities directly and indirectly. This would supplement the services of AIR and more importantly, promote the rapid expansion of the broadcast network in the country for the benefit of the Indian population.

Subsequently, a new policy of expansion of FM Radio Broadcasting through private agencies (Phase II) was notified on 13.7.2005. The new policy provides for the grant of Permission on the basis of One Time Entry Fee (OTEF) and annual fees as revenue share in contrast with earlier fixed Annual Licence fee regime. Other important provisions included allowing 20 per cent FDI, networking of channels in C&D category cities etc. A total of 337 channels were put on bid under the new scheme and finally, permission was granted for operationalisation of 245 channels.

FM Policy Phase II has been well accepted by all stakeholders and has resulted in huge growth not only in the FM Radio Industry but also in employment opportunities. It has also created a demand for FM Radio in category C&D cities and even in rural areas. Keeping this in mind, and to accelerate the growth of FM Industry, it has been decided by the Government to expand FM Radio broadcasting to other cities through private agencies under FM Policy Phase III. The Telecom Regulatory Authority has submitted its recommendation on Phase III of the Policy, which includes allowing additional channels in the same city, allowing broadcasting of news and current affairs taking content from AIR/Doordarshan, authorised news channels etc

COMMUNITY RADIO

Community radio is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting. Community stations serve geographic communities and communities of interest. They broadcast content that is popular and relevant to a local, specific audience but is often overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and influenced by the communities they serve. They are generally nonprofit and provide a mechanism for enabling individuals, groups, and communities to tell their own stories, to share experiences and, in a media-rich world, to become creators and contributors of media.

SATELLITE RADIO

In 1998, the FCC awarded licenses to two businesses interested in creating a radio version of cable television—without the cables. This act was the beginning of satellite

radio, and the companies soon became XM and Sirius. These two networks sold special receivers that could pick up satellite transmissions broadcasting a wide range of formats on different channels to listeners who paid a monthly fee for the commercial-free programming. Like cable television, satellite radio was not required to censor its disc jockeys or guests for vulgarity. In 2008, Sirius and XM merged to form Sirius XM. In 2010, the company recorded its first profits.

INTERNET RADIO

At its core, Internet radio is simply the streaming of audio programs through the medium of the Internet. As early as 1994, radio stations such as Chapel Hill, North Carolina's WXYC were broadcasting their signal over the Internet, and so potentially gaining a worldwide audience. Soon, online-only radio stations were created to broadcast programs. Services such as Live 365, founded in 1999, have acted as distributors for Internet radio programs, charging broadcasters fees to stream their programs to a large listening audience.

Another type of Internet radio service is Pandora radio. This radio website does not distribute existing programs but rather allows users to create their own custom music radio stations. A listener creates a Pandora account and types in a song, composer, or artist, and the service creates a station that plays songs that are similar to the user's selection. This analysis of music attempts to collect as many details about a song as possible, from lyrics to instrumentation to harmony, and then categorizes songs according to these attributes, making it possible for listeners to customize their own stations based on one or more of the catalogued attributes. The listener can delete unwanted songs from the playlist and create new stations

as well. Pandora currently relies on on-screen advertising and has implemented audio advertisements as well. Other music services such as Yahoo! Music, AOL Radio, and Jango offer radio stations with multiple programmed genres.

PODCASTING

Unlike Internet radio, podcasting employs downloadable rather than streamed programs. The

term *podcasting* itself stems from the use of MP3 players such as Apple's iPod to use programs on demand. Many terrestrial stations have employed podcasting to supplement their traditional over-the-air broadcasting. Because these are single programs rather than continuous stations, podcasts are an easier medium to produce than is Internet radio.

Some podcast producers, such as Mignon Fogarty, have created programs that led to book deals and a steady income. Fogarty's weekly *Grammar Girl: Quick and Dirty Tricks* podcast focuses on simple grammar rules. Within a year of its inception, this podcast racked up 1 million downloads and received national acclaim. Nevertheless, podcasting does not fit neatly into the traditional concept of radio. Yet, there is no question that it is following in the footsteps of past radio programs, and that it provides a potential vision of the medium's place in years to come. Just as radio evolved from a medium for soap operas and live music to talk shows and recorded music, podcasts are a window into what radio may evolve into in the future.

1.4.3 CHARACTERISTICS OF RADIO

1. Imaginary Medium

Radio is a sightless or a viewless medium. In radio, either the performer or listener cannot see each other. Therefore it is called a blind medium. Since it is a blind or sightless medium, the performer, as well as listener, has to creatively imagine each other. So that as soon as the voice comes out of the loudspeaker, the listener attempts to visualize what he hears and to create in the mind's eye the owner of the voice.

Unlike TV, where the pictures are limited by the size of the screen, the radio's picture can be of any size. The artistically integrated creation supported by appropriate sound effect and right music virtually brought any situation to listeners.

2. Radio speaks to individual/ an intimate medium

Unlike TV, where the viewer is observing something coming out of the box over there, the sight and sound of radio are created within us and can have greater impact and involvement. To the listener, it seems that as if the broadcaster is broadcasting for each listener individually.

3. Mass Medium

It is a much cheaper and easily available medium. It cost much less to set up a radio station as compared to a TV station. The very term broadcasting indicates a wide scattering of the output covering every home, village, town, city and country within the range of a transmitter. Also, it is totally free to air.

4. Instant Medium

It can report the event almost instantly, as they are happenings. So it is the medium of the "here and now". Even for TV, it is more difficult to take the camera immediately

to events as they are happening. But the radio is enormously flexible medium and is often at its best in the totally immediate live situation.

5. Radio is a Mobile Medium

Radio can accompany and entertain anywhere. One can have it at home, at a picnic resort, while driving or at any other occasion.

6. Radio has no boundaries

Radio signals have no territorial limits. Its signal can clear mountain barriers and may cross-ocean deeps.

7. The simplicity of radio

For program, production radio is much cheaper and simpler medium. Its basic unit comprises just one person with the tape recorder. For the broadcaster radio's comparative simplicity means flexibility in its scheduling. Programs can be shifted, dropped even at a short notice.

8. Simple language and reach of Illiterates

Especially in developing countries, with its language being simple, live and direct, it can reach illiterate and semi-literate people.

9. The Transient Nature of radio

Broadcasting imposes a strict discipline of having to be there at the right time. The transitory nature also means, besides hearing, the listener also understand it at the time of broadcast.

10. Radio as background

Radio is a less demanding medium in that it permits to do other things also at the same time.

11. Radio is selective

Radio is a linear medium. The selection process takes place in the studio and the listener is presented with a single thread of material.

12. Radio lacks space

Radio has a shortage of time and lack of space. It can allow less space to the advertisement and personal announcements than paper.

13. The personality of the radio

The great advantage of aural medium over print lies in the sound of a human voice. A voice is capable of conveying much more than the reporter's speech.

14. Radio teaches

As a medium of education, it excels with concept as well as facts. However, it lacks the ability to demonstrate and show (charts & graphs) but proved helpful for villagers.

15. Radio has music

The range of a wide variety of music relaxes and stimulates including pleasure, excitement, or curiosity.

16. Radio can surprise

In the radio, listeners are always presented with something new and unexpected. So it has an element of surprise.

BASICS OF RADIO WRITING

Good writing is good in any medium. The ground rules for composition apply as much as Radio as to writing a letter for a news magazine or to a newspaper but in writing for Radio we must remember that we are writing for the Ear. Radio is Script is both a creative piece of work and cue control sheet for the technical team engaged in the production. Radio deals in sound. Listeners cannot see pictures or read words. When we think of Radio or Radio Programmes we think of sound and sound alone. When you are required to make a radio programme you must always remember that you are working only medium, the medium of sound. It is, therefore, nature and characteristics of sound like music, speech, sound effects and tries to make the skilful and artistic use of different kinds of sound.

1.4.4 Role & Reach of Radio

Radio is widely used mass communication medium and has a great potentiality in dissemination of information as radio signals cover the almost entire population. And 99 per cent of the population is reached by the radio. It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap.

➤ It is the most portable of the broadcast media, being accessible at home, in the office, in the car, on the street or beach, virtually everywhere at any time.

- Radio is effective not only in informing the people but also in creating awareness regarding many social issues and need for social reformation, developing interest and initiating action.
- Another important feature of radio as a mass medium is that it caters to a large rural population who has no access to the television and where there is no power supply. In such places, All India Radio's programmes continue to be the only source of information and entertainment. Moreover, AIR broadcasts programmes in 24 languages and 140 dialects. Roles and functions of radio in society are to Inform, Educate, and Entertain the people. it also works for Agenda setting, behavioural change, Mobilization of society towards common goals and Psychological support in society

1. **Information:** Radio is an electronic medium of audio communication. Through news, talk shows, adverts and other programmes, radio creates awareness in society of what is happening within and outside a given the society.

2. **Education:** Through the different types of programmes like talk, discussion documentaries, drama and quiz shows, radio helps to educate society.

3. **Entertainment**: Society members are entertained through music and plays. Some radio stations have humorous morning and evening programmes. Radio kills boredom and occupies people through leisure. The different music genres also appeal to all age groups in society. Radio as a secondary medium, someone can listen to the radio while doing something else like washing, reading etc.

4. **Agenda setting:** Radio presents to society issues yet to become public debates. Radio provides a variety of options on which to base the enlightened decision. The radio determines what the audience will discuss airing it. By talking about a corrupt government official, society members are brought on board 'call to action'.

5. **Radio is behavioural change agent:** Some radio stations represent and stand for social values, goals and culture. For example, a religious radio programme will promote abstinence, forgiveness and good morals in society. Also, the content aired on the radio has an impact on behaviour in society.

6. **Mobilization of society towards common goals**: Radio can be used mobilization campaigns like immunization, election, and religious,

Environmental, social   campaigns.   Radio can be used as an early warning tool. Radio can Mobilize society.

7. **Psychological support in society**. Most of the radio stations have programmes where people share problems with counsellors, doctors and get answers or solutions at no cost.

1.4.5   STRENGTH & WEAKNESS OF RADIO

THE STRENGTH OF RADIO

Radio is one of the media which covers a huge population. The radio will be enjoyed at home, in the office, while driving a car or enjoyed anywhere. Radio channels vary from region to region, hence you can listen to the radio in your regional language. Like other entertainment media, Radio is also a favourite medium of entertainment of a large number of population. You can advertise your product on the radio and the rate of an advertisement on the radio is usually lower than another medium of communication. Important information or news can be easily spread on the radio. For the local market, radio is one of the powerful media of communication. It has advantages over the other mass media like television and newspapers in terms of being handy, portable, easily accessible and cheap.

THE WEAKNESS OF RADIO

➢ Radio only an audio medium for communication. During bad weather, you cannot listen to the radio properly. It is often unclear and affected by the weather. You need to adjust frequency properly. Less and limited radio channels are available compared to other communication medium.

➢ Communication through radio lacks visual component it doesn't demonstrate but suggests.

➢ Spoken messages are subject to the interpretation of listeners according to their imagination, experience and predisposition; hence the possibility of misinterpretation is very high.

➢ Listeners need a lot of imagination and therefore understanding of message depends largely on the characteristics of the receivers.

➢ Communication is time-limited and presents tiny fragments of topics in a haphazard mosaic. The medium has also limitations because of its audio nature.

➢ Receivers cannot put off listening parts of message for subsequent listening at their convenience.

1.4.6   FUTURE OF RADIO

Right from Ham radios (Amateur radios) to Podcasting, Internet radio, webcasting (since not transmitted broadly by wireless means) and satellite radio services with DTH. Satellite radio broadcasters are slowly emerging, but the enormous entry costs are hindering. Of space-based satellite transmitters, and restrictions on available radio spectrum licenses has restricted growth of this market. E.g.: XM Satellite Radio, Sirius Satellite Radio and world space. As the technology for sound recording improved, an increasing proportion of broadcast programming used prerecorded material. A current trend is the automation of radio stations. Some stations now operate without direct human intervention by using entirely pre-recorded material sequenced by computer control. The programming schedule is done by what is called a 'fixed point chart'. During the last few years, the broadcasting scenario in the country has changed considerably in view of rapid developments in the field of satellite television and radio broadcasting. With a view to keeping pace with rapidly changing technology, economic liberalisation, globalisation and special needs of certain areas of the country, the Government has taken many new initiatives during the last few years such as permitting setting up of uplinking hubs for satellite, uplinking by private television broadcasters from the Indian soil, allowing Indian private companies to set up FM radio stations, amendments to the cable TV Network (Regulation) Act/Rules, community radio, direct to home (DTH) Broadcasting, Digitisation of transmission. The Government had approved the issue of licenses for FM broadcasting in many cities to companies registered in India with shareholding held by Indians except for limited portfolio investments by foreign institutional investors, NRI and Overseas Corporate Bodies. The privatisation of FM has generated employment through several ancillary or subcontracted service providers. This upholds the tremendous potential of radio in carrying commercial messages of the business world to the millions of listeners widely scattered all over the country. The revival of radio in order to be viable must attract the attention of the business sector. The Government is already gradually liberalising the broadcast policy enabling further private investment in the sector. Radio has been extensively used for educational purposes all over the world. In fact, the technology is so advanced today that "radio" means much more than simply broadcasting i.e. to be heard directly as and when broadcast. Countries, which have been anxious either to spread literacy or to give formal or non-formal education at various levels, have found radio to be an effective medium. Australia started using radio to teach its children in the remote "outback" territories. Radio broadcast has been both used in formal and non-formal

education. In distance education, radio has been used as an important component of the multi-media approach. The advantage of the radio is that all over the world, it is within the reach of the common man and can be carried from place to place easily. Open Universities in the West and in the Asian countries have relied on it quite heavily. Since its inception, the British Open University used radio as one of the handfuls of media in its multimedia courses. Radio has -a bright future in our country as an educational media. People are interested especially the teachers and students are particularly concerned. Communication of agricultural information to farmers is a prerequisite to modernise agriculture, as agricultural technologies are changing day by day. Mass communication is nowadays inevitable in developing countries in its popular usage refers to radio, television, film, newspaper and magazine etc. Among them,

radio is one of the powerful media. Agricultural information is effectively disseminated through farm broadcast. Radio informs, persuades, educates and entertains the listeners. Farm broadcast has much credibility among farmers. The rich cultural heritage, scenic beauty of the vast country, historical and architectural richness of monuments, dresses and lifestyles, life and works of Saints and Sufis, the story of our freedom struggle and toils of the common people are all interesting subjects for television and radio programming. Such programmes will not only charm our people but will mesmerise audiences the world over with rich cultural and economic dividends for the country. The broadcasting system should serve the function of:

 (i) Informing, educating and motivating the masses in an interesting and entertaining manner for their willing participation in the task of development and nation-building;

(ii) creating mass awareness about basic health and hygiene, which are undermined areas in our ignorant population;

(iii) facilitating the process of development to benefit all citizens- rural, tribal and semi-urban;

(iv) fostering national unity in an enormously diverse nation like ours;

 (v) firmly resisting communal forces and fissiparous tendencies through appropriate programming and regulation of broadcasting media;

(vi) inculcating best of our cultural values and traditions and contribute to the larger good of our society; and

(vii) reflecting and serving our society and its needs ensuring continuity and enrichment of our social and cultural diversities and the pluralities of news and views.

1.5 CHECK YOUR PROGRESS :

Fill in the blanks

1. First device to produce radio waves was created by……………..
2. In …………………..Indian state broadcasting service was established.
3. Entertainment channel 'Vividh Bharti' started on Radio in ……………..
4. Through radio special programmes……………………………………………………………enter tained the special listeners of India.
5. First European broadcaster as a controller in India was…………………………
6. Indian Broadcasting company was name as………………………………in 1936.
7. Vividh Bharti has been providing ……………………programmes.
8. The program YuvaVani was started on ……………………………
9. AIR and Doordarshan is working under …………………………..
10. …………………committee was set up in 1964 on broadcasting and information media.
11. 'AIR and Doodarshan will work as an autonomous body' this recommendation was given by………………………….

1.6 LET US SUM UP

➢ Radio broadcast started in India with the setting up of private radio service in Chennai, in the year 1924. In the same year, the British government gave license to the Indian Broadcasting Company, to launch Radio stations in Mumbai and Kolkata. Later the company became bankrupt and the government took possession of the transmitters and began its operations as the Indian State Broadcasting Corporation. In the year 1936, it was renamed All India Radio (AIR). And entirely managed by the Department of Communications. After independence, All India Radio was shifted into a separate Department. All India Radio has five regional headquarters in New Delhi, for the North Zone; in Kolkata, for the East Zone; in Guwahati, for the North-East Zone, in Mumbai, for the West Zone; and in Chennai, for the South Zone. In the year 1957. All India Radio was renamed Akashvani, which is controlled by the Ministry of Information and Broadcasting. During the

period of independence, only small 6 radio stations existed in the country. But in the late 1990s, the network of All India Radio extended to almost 146 AM stations. Moreover, the Integrated North-East Service concentrated on reaching to the population in northeast India. All India Radio offers Programmes in English, Hindi and numerous regional and local languages. In the year 1967, Commercial Radio services started in India. All India Radio primarily focused on the development of national consciousness as well as the National integration. Radio Programm was sifted through and made recalling the single inspiration driving national political joining. This supported in beating the basic emergency of political shakiness, which was made after the Independence.

➢ Subsequently, political upgrade and dynamic country building endeavours were helped by the transmission of arranged communicates. All India Radio additionally helped with upgrading the financial state of the nation. Indian radio was especially structured and customized to offer help to the method of social improvement, which was an essential pre-imperative of a monetary upgrade. The main improvement convictions of the time broke down the issues and impediments being developed as the essential ones in creating countries. The capacity of broadcasting cleared a route for the flood of present-day ideas. Afterwards, with the modernization of the nation, TV was presented and broadcasting accomplished new status. Be that as it may, by at that point, radio had gotten a veteran medium in India. Various Programs including excitement and resonant melodies were likewise transmitted across the country. Akashvani or All India Radio still stands as one of the greatest radio systems around the world.

➢ At present, radio has accomplished amazing development as far as equipment extension and it has made advances in the remotest corner of the nation. Be that as it may, radio audience members or communicate purchasers and recipients keep on having a second rate position. Just in metropolitan urban communities, individuals have media decision and media choices to offer vent to their perspectives and complaints however in provincial regions, the circumstance is very extraordinary. In rustic zones, radio is the main vehicle for the individuals to stand up their issues, disappointment and franticness. Radio is the least expensive media of correspondence significantly affects Indian life. It can contribute a ton to the individuals living at the grassroots level, if the very arrangement of broadcasting could be decentralized and

democratized to give a nearby vibe in the entire procedure, both in the substance and approach directly from arranging and creation of projects in radio broadcasts.

1.7 KEYWORDS

Transmitter-
A communication system based on broadcasting electromagnetic waves

Digital Audio Broadcasting (DAB) - Digital Audio Broadcasting (DAB) has emerged as the latest trend in the radio broadcast. DAB technology arose out of a European Project called Eureka-147 and broadcasting using this technology was launched by the BBC in 1995 in the London region. It transmits sound as computer code rather than as analogous waves; like Compact Disk (CD) technology, it provides interference-free sound. Though primarily an audio medium, it can also carry multimedia services such as text, data files, graphics, pictures and moving video.

Wireless communications- Its a type of data communication that is performed and delivered wirelessly. This is a broad term that incorporates all procedures and forms of connecting and communicating between two or more devices using a wireless signal through wireless communication technologies and devices.

Amateur radio: also known as **ham radio**, is the use of **radio**frequency spectrum for purposes of non-commercial exchange of messages, wireless experimentation, self-training, private recreation, radiosport, contesting, and emergency communication.

Vividh Bharati Service: The **VividhBharati Service (VBS)** of All India Radio was conceptualized to combat Radio Ceylon in 1957. VividhBharati radio channel was launched on 2 October 1957.

1.8 SELF-ASSESSMENT TEST

1. Write a note on the history of radio broadcasting in India.

2. Who was first controller general of India Broadcasting?

3. Discuss the emergence of FM radio in India.

4. Write a Detailed note on VividhBharti Services.

5. Explain the role of Chanda Committee in history of Indian Broadcasting.

1.9 FEEDBACK TO CHECK YOUR PROGRESS-1

1. Heinrich Hertzs
2. 1930
3. 1957
4. Yuvani, Sakhi Saheli and Bal Sabha
5. Lionel Fielden
6. All India Radio
7. Entertainment
8. July 21, 1969
9. Parsar Bharti
10. Chanda Committee
11. Verghese Committee

1.10 SUGGESTED READINGS

1. www.bbc.co.uk/writersroom/
2. www.wikipedia.org/
3. www.allindiaradio.org/
4. Broadcast Technology by H.O Srivastavia

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO.: 2	VETTER: PROF. HARISH ARYA
PRIVATIZATION OF RADIO	

STRUCTURE

The lesson shall provide information about private and community radio broadcasting. The lesson structure shall be as follows:

2.0 Introduction
2.1 Learning Objectives
2.2 Private FM Services
    2.2.1 Process Of Granting Permission:
    2.2.2 Organizational Structure and layout of Radio Station
    2.2.3 Famous Private Radio Channels
2.3 Community Radio In India
    2.3.1 Importance & Challenges to the Community Radio
    2.3.2 Policy Guidelines for setting up Community Radio Stations in India
    2.3.3 Organizational Structure & layout of Community Radio
2.4 Check your Progress
2.5 Let us sum up
2.6 Keywords
2.7 Self-Assessment Test
2.8 Feedback to check your Progress Questions
2.9 Reference/Suggested Readings

2.0 INTRODUCTION

The monopoly of All India Radio ended in 1999 when the industry was opened up to private commercial FM radio. the Government announced a liberalised policy for Expansion of FM Radio broadcasting through private agencies. After this Indian govt also provide a local platform through community radio to the society to express their expressions. After this today, radio is enjoying its popularity in the form of FM radio &community radio and is touching the lives of common men in the remotest areas.

Thanks to the technology which has done wonders to make this medium an individual's friend. In this chapter, the growth of radio in the Indian context has been discussed in detail right from its start to the latest technology. The chapter highlights the importance of FM radio for common man and for youth as well. the new phenomenon of community radio is also highlighted here with special reference to Indian context . The chapter sums up with a summary at the end.

2.1 LEARNING OBJECTIVES

After reading this lesson you will able to know

- ➢ Basic structure of organizational private FM service.
- ➢ Various FM station working in India
- ➢ Policy, guidelines and structure of community Radio in India.

2.2 PRIVATE FM SERVICES

To provide more proximity level and to fulfil the needs of the local audience, All India radio started its local service in the form of FM radio broadcast, which is also popularly, knows as Frequency Modulation. It was first started in Madras in 1977 and later at Jalandhar in 1992. It was only in 1993 when time slots came to be leased to private companies that FM became synonymous with pop music and youth culture. On August 15, 1993, an FM channel was launched in Bombay, with nine hours of Radio time leased to private producers like Times FM, Radiostar and Radio midday.

FM Radio Technology facilitates localization of broadcasting and the operation of a large number of stations. Transmission bands for FM radio range between 80-108 MHz, though the Indian government has kept 80-108 MHz for its own services. Still, 13 frequencies are available for a whole lot of stations in different languages in multi-linguistic cities. AIR has extended FM broadcasting to many Indian cities.

(Phase I), allowing fully owned Indian companies to set up private FM radio stations on a licence fee basis. The main objectives of the policy were to make quality programmes with a localised flavour in terms of content and relevance and to encourage new talent and generate employment opportunities directly and indirectly. This would supplement the services of AIR and more importantly, promote the rapid expansion of the broadcast network in the country for the benefit of the Indian population.

Subsequently, a new policy of expansion of FM Radio Broadcasting through private agencies (Phase II) was notified on 13.7.2005. The new policy provides for the grant of Permission on the basis of One Time Entry Fee (OTEF) and annual fees as revenue

share in contrast with earlier fixed Annual Licence fee regime. Other important provisions included allowing 20 per cent FDI, networking of channels in C&D category cities etc. A total of 337 channels were put on bid under the new scheme and finally, permission was granted for operationalisation of 245 channels.

FM Policy Phase II has been well accepted by all stakeholders and has resulted in huge growth not only in the FM Radio Industry but also in employment opportunities. It has also created a demand for FM Radio in category C&D cities and even in rural areas. Keeping this in mind, and to accelerate the growth of FM Industry, it has been decided by the Government to expand FM Radio broadcasting to other cities through private agencies under FM Policy Phase III. The Telecom Regulatory Authority has submitted its recommendation on Phase III of the Policy, which includes allowing additional channels in the same city, allowing broadcasting of news and current affairs taking content from AIR/Doordarshan, authorised news channels etc

2.2.1 PROCESS OF GRANTING PERMISSION

The entities that plan to operate FM Stations in India will have to bid for the license. The permission shall be granted on the basis of One-Time Entry Fees (OTEF) quoted by the bidders (Closed Tender System). The detailed tender notice has not been issued yet, but the same is expected soon.

ELIGIBILITY

GENERAL CRITERIA

Only Companies registered in India under the Companies Act, 1956 can bid for a license for operating Private FM Channels. However, a subsidiary Company of any Applicant Company or Company under the same management shall not be allowed to participate in the tender process for the license. Further Companies associated with or controlled by any religious or political body or advertising agency will also not be allowed to tender for the license.

The existing Private FM Station operators (existing licensees), who exercise their option to be considered for Phase 2, including those licensees who are eligible for automatic migration for channels already operational by them, shall be eligible to be considered for the pre-qualification round for fresh tendering under Phase 2, subject to their fulfilling the prescribed eligibility criteria.

FINANCIAL CRITERIA

Minimum Net Worth required for one channel per centre in all regions:

- D category Centers: Rs. 5,000,000.
- C category Centers: Rs. 10,000,000
- B category Centers: Rs. 20,000,000
- A or A+ category Centers: Rs. 30,000,000
- All Centers: Rs. 100,000,000

Each company may intimate in writing the maximum number of channels in different categories of cities it desires to bid for and its eligibility will be determined accordingly. In case the applicant does not wish to intimate these details, the applicant company should have the minimum net worth of Rs. 100,000,000.

CRITERIA OF MANAGERIAL COMPETENCE

The applicant company shall be required to furnish the following information:

- Names of Directors with evidence of their commercial or managerial competence.
- Directorship or other executive positions held by the Directors in other companies/organizations with details of such companies/organizations with documentary evidence to support their claim
- Names of the key executives, i.e. Chief Executive Officer, and Heads of Finance, Marketing and Creative Departments, if any in position, with evidence of their professional qualifications and managerial competence.
- The applicant company will have to conform to foreign investment and other related stipulations

FOREIGN INVESTMENT

Total Foreign Investment, including Foreign Direct Investment (FDI) as defined by Reserve Bank of India (RBI), including FDI by OCBs/NRIs/PIOs etc., Portfolio Investments by FIIs (within limits prescribed by RBI) and borrowings, if these carry conversion options, is permitted to the extent of not more than 20% of the paid-up equity in the entity holding a permission for a radio channel. Provided, however, that in case the Government of India's policy regarding FII is revised in future, the Applicant shall have to abide to such revised guidelines within a period of six months from the date of such notification, failing which it shall be treated as non-compliant of Grant of Permission Agreement, and liable for punitive action.

CROSS MEDIA OWNERSHIP

The Government of India has reserved the right to announce policy on Cross – Media Ownership. In the eventuality of the Government of India announcing the said policy during the currency of the permission period; the permit holder shall be obliged to conform to the revised guidelines within a period of six months from the date of such notification. As per the policy for phase – II, in the event, the permit holder fails to conform to the said policy, it would be treated as non-compliant of Grant of Permission Agreement, and the licensee would become liable for punitive action. Provided, however, in case the permit holder is not in a position to comply with cross-media restrictions for bonafide reasons to the satisfaction of the Ministry of Information & Broadcasting, the Permission Holder would be given an option of furnishing one month's exit notice and the entry fee for the remaining period, to be calculated on pro-rata basis, shall be refunded to the permission holder.

PROCESS OF GRANTING PERMISSION

> - ***Separate Financial Bid For Each Channel:*** Every pre-qualified applicant may apply for allotment of only one channel in each city through a separate financial bid for payment of One-Time Entry Fees (OTEF) for each channel.

> - ***Tender Deposit:*** Each such financial bid shall be accompanied with a demand draft for an amount equal to 50% of the financial bid and unconditional and irrevocable Performance Bank Guarantee (PBG) for an amount equal to 50% of the financial bid valid for one year from the date of closure of the bidding process.

> - ***Reserve OTEF***: Reserve One-Time Entry Fees (OTEF) limit for each city shall be 25% of the highest valid bid in that city. All bids below the reserve limit would be summarily rejected.

> - ***Waiting List***: Channels available for Private Agencies in Phase 2 in each city shall be allocated in accordance with descending order of valid financial bids received. In the event of the number of valid bids being more than the available number of frequencies, those unsuccessful valid bidders, who are above the Reserve One-Time Entry Fees (OTEF) limit, and who are willing to continue the deposit of their PBG for the amount equal to 50% of their respective financial bids, will be placed in a waiting list in accordance with the descending order of their financial bids for a period of two years.

- ➤ *Balance Bid Payment:* Every successful bidder shall be asked to deposit the balance 50% of his financial bid through a demand draft within a period of seven days of being declared a successful bidder.

- ➤ *Blacklisting And Forfeiture:* Any successful bidder, who fails to deposit the balance 50% of the bid amount within the prescribed period, shall be immediately disqualified to take part in any fresh bidding anywhere in the country for a period of five years. Further, the original payment made through demand draft for 50% of the bid amount shall be forfeited immediately.

- ➤ *Letter Of Intent:* On deposit of the balance 50% of the bid amount within the stipulated time, and fulfilment of other eligibility conditions, the successful bidder will be issued a Letter of Intent (LOI) to enable the company to obtain frequency allocation, SACFA clearance, achieve financial closure and appoint all key executives, enter into agreements with DD/AIR/BECIL and deposit the requisite amounts towards land/tower lease rent, common transmission infrastructure etc. and comply with requisite conditions of eligibility for signing the "Grant of Permission Agreement" within a period of nine months from the date of issue of LOI.

- ➤ In the event of the failure of any LOI holder to comply with the eligibility conditions for the Grant of Permission Agreement or failing to sign the Grant of Permission Agreement within the prescribed period of nine months from the date of issue of LOI, the full deposit of the bid amount shall be forfeited without further notice, and Letter of Intent and the allocation of frequency, if any, shall stand cancelled. The frequency so released may be allotted to the next highest bidder from the waiting list.

- ➤ *Grant Of Permission Agreement:* On complying with all the requisite conditions of eligibility, and furnishing a PBG for an amount equal to the **annual fee (10% of Reserve OTEF)**, the LOI holder and the Ministry of Information & Broadcasting will sign the Grant of Permission Agreement in the prescribed format. Besides the Ministry of Information & Broadcasting would issue permission after signing the agreement to enable the permit holder to install the radio station, obtain Wireless Operating License (WOL) and operationalise the channel within a period of one year from the date of signing the Grant of Permission Agreement. The period of permission shall be reckoned from the date of operationalisation or one year from the date of signing of the Grant of Permission Agreement, whichever is earlier.

In the event of the failure of the permission holder to operationalise the channel within the stipulated period, the permission holder shall become liable to pay the annual fee, which shall be recovered in one lump sum from the PBG furnished by the permission holder and the permission holder asked to furnish a fresh PBG to cover next year's fee. In the event of the permission, holder failing to operationalise the channel within a period of eighteen months from the date of signing the Grant of Permission Agreement, or failing to furnish PBG for the next year's annual fee within a period of three months from the date of invoking the PBG, whichever is earlier, the Grant of Permission Agreement shall be revoked and the permission holder debarred from bidding for the same city for a period of five years from the date of revocation of permission.

FEE AND DURATION

➢ Annual Fee shall be charged @ 4% of gross revenue, for the year or @ 10% of the Reserve One-Time Entry Fees (OTEF) limit for the concerned city, whichever is higher. Gross Revenue for this purpose would be the gross revenue without deduction of taxes.

➢ The first year from the date of signing the Grant of Permission Agreement shall be reckoned as the commissioning period. The first year's fee shall become payable with effect from the date of operationalisation of the channel or expiry of one year from the date of signing the Grant of Permission Agreement, whichever is earlier. The permit holder shall initially pay advance quarterly instalments on the basis of the Reserve OTEF formula till the end of the financial year. Once the final fee for the financial year is determined on the basis of gross revenue share formula, the permit holder shall pay the balance in one lump sum within a period of one month from the date of such determination, in any case not later than 30th September of the following year.

➢ From the second year onwards, the permit holder shall pay an advance license fee on the basis of 4% gross revenue share of the first year or 10% of reserve OTEF, whichever is higher, within the first fortnight of each quarter, and balance due of final annual fee by 30th September each year.

➢ Gross revenue shall be calculated on the basis of billing rates, which shall include discounts if any, given to the advertisers and any commissions paid to the advertising agencies. Barter advertising contracts shall also be included in

gross revenues of either licensee on the basis of their respective relevant billing rates.

➢ Every permission holder shall furnish a bank guarantee for the amount of annual fee calculated on the basis of Reserve OTEF formula, and maintain its validity throughout the currency of the permission. Any default in payment of determined annual fee shall be recovered from the bank guarantee and if the amounts due are more, the permit holder shall be asked to furnish additional bank guarantees to cover the balance.

➢ Every permission holder shall maintain separate financial accounts for each channel, which shall be audited by chartered accountants. In the case of a permission holder providing or receiving goods and services from other companies that owned or controlled by the owners of the permit holder, all such transactions shall be valued at normal commercial rates and included in the profit and loss account of the permit holder to calculate its gross revenue.

➢ The government shall have the right to get the accounts of any permission holder audited by CAG or any other professional auditors at their discretion. In case of difference between the financial results determined by the chartered accountant and the government-appointed auditors, the views of the government-appointed auditor shall prevail to the extent of determining gross revenues of the permit holder.

➢ Every permission under Phase 2 shall be valid for a period of ten years from the date of operationalisation of the channel. There shall be no provision for its extension and it shall automatically lapse at the end of the period and the permission holder shall have no rights whatsoever to continue to operate the channel after the date of expiry. Government at the appropriate time shall determine the procedure for issue of fresh permissions and no concessional treatment shall be afforded to the permission holders in the allotment of channels thereafter.

TOTAL NUMBER OF FREQUENCIES THAT AN ENTITY MAY HOLD

No entity shall hold permission for more than 15% of all channels allotted in the country. In the event of allotment of more channels than prescribed, the entity will have the discretion to decide which channels it would like to surrender and the government shall refund its OTEF for these channels in full.

Every applicant shall be allowed to run only one channel per city provided the total number of channels allocated to the entity is within the overall ceiling of 15% of all allocated channels in the country.

NUMBER OF FREQUENCIES

A total of 336 channels in 90 cities across the country would be made available for bidding by Indian private companies

NEWS AND CURRENT AFFAIRS PROGRAMS

No news and current affairs programs are permitted to be aired under the Policy.

2.2.2 ORGANIZATIONAL STRUCTURE OF A PRIVATE RADIO STATION

The basic structure of a radio station is much like any business model. Ownership is at the top, whether it is a sole proprietor or a board of directors. The responsibility of delegating labour and financial operations falls to upper management, who are supported by administrative staff. This would be the station manager or the program director of a radio station. Employees charged with the daily operation of the business itself are the on-air talent, the sales staff and receptionists or other front office staff. Additional staff in a radio station consist of special programming and production staff, if any, and engineers who look after the technical operation of the station.

Radio stations require high energy on-air personalities but also need behind-the-scenes employees to bring listeners music, news and talk. The corporate structure of a radio station, whether it's commercial or nonprofit, includes managers, salespeople and technical staff whose combined efforts keep a station on the air and fiscally viable.

MANAGEMENT AND ADMINISTRATIVE

The general manager oversees the entire station. Her duties include hiring and firing managers, managing the budget and approving and executing strategic plans. Management is supported by administrative workers, including human resources professionals who handle payroll and benefits; an accountant or comptroller who oversees finances, including tax compliance; an office manager who directs the day-to-day running of the office; and administrative assistants who help with clerical work.

PROGRAMMING

The program director makes decisions about what listeners hear on the air. He may influence the station's format, and he oversees all departments responsible for producing radio content. If the station offers news, that department will be run by the news director, who supervises and edits the work of reporters, anchors and producers. If the station offers music, it might have a music director who decides which recording artists are featured on the station. Announcers, or "DJs" offer banter, announce recordings and read promotional materials on the air. The radio station will also have an online presence that requires Web and social media producers.

SALES AND MARKETING

Those catchy radio jingles that help pay for the station's personnel and programming are on the air because a salesperson went out into the business community and convinced media buyers to advertise. A manager oversees the sales staff and can decide which prospects to approach. Under the manager's guidance, salespeople do the legwork of building contacts and creating advertising packages that will be attractive to business owners. The marketing department makes sure the radio station is well-publicized; its duties include initiating community events and partnerships.

TECHNICAL

The chief engineer oversees the technical elements of the broadcast. This involves transmitter maintenance and troubleshooting, as well as managing all equipment, such as the soundboard, microphones and recording gear. Depending on the size of the radio station, the chief engineer may oversee a team of technicians who assist in this process. The technical staff includes board operators, or board ops, who manage the sound levels of live broadcast, cue tape and monitor the length of on-air breaks so the announcer leaves time for commercials

PROFIT VS. NONPROFIT ORGANIZATION

The goal of any radio station, regardless of its profit structure, is to gain and maintain listeners. The station must provide what its audience wants, whether it is news, talk, classical music, or Top 40 programming. For-profit stations depend on advertising revenue to finance their operation, other than in-house promotions such as sponsored concerts or special live remote broadcasts. This requires a larger and more intensive sales effort and the staff to handle it. Nonprofit stations rely on listener contributions, corporate sponsorship and funding from government agencies

or private institutions. This type of station will have staff specifically focused on fundraising, grant writing and community-based communication in order to maintain financial support to stay on air.
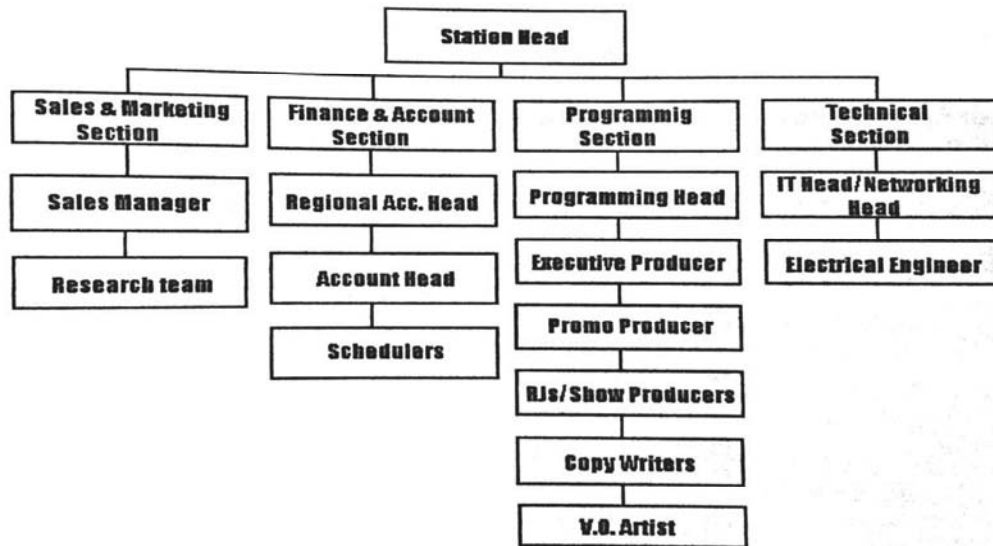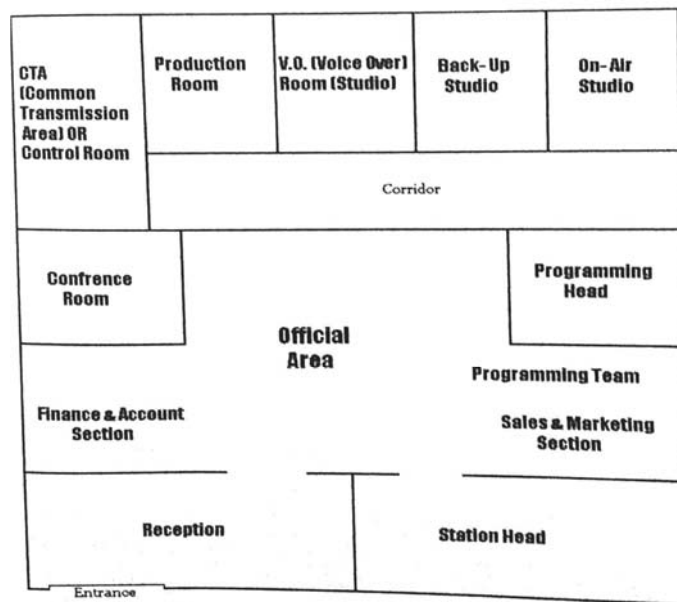
Organizational Structure

Diagram - the layout of a FM radio station

2.2.3 FAMOUS PRIVATE RADIO CHANNELS

1. Radio Mirchi 98.3 FM, with a tagline "It's Hot!", is a nationwide network of private FM radio stations in India. It is owned by the Entertainment Network India Ltd (ENIL), which is one of the subsidiaries of The Times Group. The original avatar of Radio Mirchi was Times FM. Radio Mirchi began operations in 1993 in Indore. Currently, Radio Mirchi has a presence in more than 33 cities, including the 6 metros of India and Radio Mirchi is the costliest station in India as they charge more than double of the competition.

   The FM channel launched by BhaskarGroup is operated under the brand name 94.3 My FM through the Subsidiary SMEL. It has a tagline "JiyoDil Se". Currently, it operates 17 FM radio stations in Jaipur, Ahmedabad, Chandigarh, Amritsar, Jalandhar, Indore, Bhopal, Gwalior, Udaipur, Ajmer, Surat, Bilaspur and Nagpur, Kota, Jabalpur and Raipur. My FM concentrate on music, talk shows and other entertainment-oriented programs which offer significant interaction with listeners.

2. 92.7 BIG FM is a nationwide private FM radio station in India owned by Indian businessman Anil Ambani. It broadcasts at 92.7 MHz (92.7FM). BIG FM's main tagline is "SunoSunao, Life Banao". Currently, it covers 45 cities. This is the only private FM radio station which is being broadcast from Srinagar and Jammu in Jammu & Kashmir state. From July 1, 2008, BIG FM included Singapore, the first city outside India, in its broadcasting network. A number of radio contests are expected to be aired that enable contestants to win prizes

3. Red FM 93.5 is an Indian FM radio brand, with stations broadcasting n the cities of Mumbai, Delhi, Kolkata and Kanpur in addition to Jamshedpur, Bhopal, Gwalior, Jabalpur, Indore, Nashik, Aurangabad, Nagpur, Bangalore, Mysore, Mangalore, Gulbarga, Kochi, Trivandrum, Trissur, Kannur, Kozhikode, Hyderabad, Vijayawada, Vizag, Warangal, Rajahmundry, Tirupathi, Ahmedabad, Vadodara, Lucknow, Aizwal. Allahabad, Varanasi, Jaipur, Bhubaneswar, Asansol, Siliguri, Gangtok, Guwahati and Shillong. It was launched in 2002, playing a mix of Hindi and English songs. However, the programming is now 100% exclusively Hindi.

4. Radio City is an FM radio station in India. It has the tagline "Whatte Fun!". It broadcasts from Mumbai (from where it started in 2004), Bangalore, Lucknow, New Delhi, Hyderabad, Chennai and Vishakhapatnam. It plays Hindi songs, English and regional songs. RadioCity has launched Fun Ka

Antenna – Online Radio Station, which plays hits across genres including International, Bollywood, Indipop and Sufi among others. The Chief Executive Officer of Radio City is MsApurvaPurohit.

5. Dhamaal 24 106.4 FM is a one of a kind radio station on the air in ten stations across the country, launched under the aegis of Broadcast 24 of the B.A.G. Network. It has a tagline "Dhinchak". On this radio station, you can find popular music, bhajans, ghazals and songs with a local flavour. This makes Dhamaal 24 the one-stop-shop for all music lovers and avid radio listeners. The station brings to you radio programming of a unique style, incomparable to any other station.

6. 94.3 Radio one is a joint venture between Next Mediaworks Ltd and BBC worldwide. It operates in 7 Indian metro cities namely Mumbai, Delhi, Kolkata, Chennai, Bangalore, Pune and Ahmedabad. Radio One's promise of "maximum music, maximum choice" is changing the way people listen to music on Indian radio. Breaking new ground by playing 13 songs every single hour, it plays at least 1200 more songs more every month. Radio One Jocks are called Music jocks and not Radio jocks because they are passionate music specialists who love music entwined with the sound of their voices.

7. Fever 104 FM – An Online Hindi FM Radio Station is an initiative of HT Media Ltd. in partnership with Virgin Radio. Fever 104 FM Radio uses Hindustan Time's media strengths in India and Virgin's Radio global expertise to bring a world-class FM radio station to the listeners across the country. It is available in Delhi (since October 2006), Mumbai (since January 2007), Bangalore (since March 2007) and Kolkata, India (January 2008). Fever FM has podcasts, Bollywood song reviews, contests and more. It gives you the best entertainment and most fun.

8. HIT 95 FM is the radio station that knows how to have fun! Featuring a perfect mix of music and talk, with highly popular shows hosted by some of the most well-liked and vibrant RJ's in town. It is Delhi's No.1 Hit Music Radio. One of the signatures of the station is the high level of listener involvement and interaction. Every show on the station features a large number of callers, whether it's for the various fun contests and segments – or even to answer the questions put out on air. In short, Hit 95 FM is the radio station for the people, of the people – and most importantly- by the people of the city.

9. Radio Indigo 91.9 FM is the only International Music radio station of India. Its headquarters is based in Bangalore and was launched in 2006. It is broadcasted mainly in Bangalore but is also available in Goa. Radio Indigo 91.9 FM is not just papas that preach. It's a time tested and proven formula. Radio Indigo isn't only Bangalore's and Goa's premier international radio station, it's also the only one. It's with this great power that it brings all the biggest stars directly to your tuners at your convenience, a preference of the listeners.

2.3 COMMUNITY RADIO IN INDIA

It is a democratic radio station where everyone can participate. The community radio, basically, is for the people, to the people and of the people. It is the third tier of radio broadcasting. It is a non-commercial radio. There is no restriction for common people, they can easily broadcast their programmes after the checking of the content programme by station members. The people living in the coverage zone of Community Radio Stations are known as community radio listeners.

DEFINITION

According to NCA (National Communications Authority), "Community Radio is radio that is about, for, by and of a specific marginalized community, whose ownership and management is representative of that community, which pursues a participatory social development agenda and which is non-profit, non-sectarian and non-partisan. "

Community Radio Stations are operated, owned and driven by the communities they serve. Community radio is non-profit and provides a mechanism for facilitating, individuals, groups and communities to tell their own diverse stories, to share experiences and in a media-rich world to become active creators and contributors of media.

Community radio may carry news and information programming geared toward the local area, particularly, Immigrants and minority groups that are poorly served by major media outlets. Community Radio may also known "alternative", "radical" or "citizen" radio. A."community" is defined as a group of interacting people living in a common location.

HISTORY OF COMMUNITY RADIO IN INDIA

In India, Community Radio began in the mid-1990s. In 1995, the Supreme Court of India ruled in its judgement that "airwaves are public property" and the only educational radio station was allowed. The FCC (Federal Communications Commission) that the lower part of the FM band, from 88.1 FM to 91.9 FM, would be reserved for educational stations.

On 1 February 2004, India's first Community Radio "Anna FM" was launched, which is run by the Education and Multi-Media Research Centre (EM RC) and all programmes are produced by the students of Media Sciences at Anna University.

On 16 November 2006, the Government of India notified new Community Radio guidelines which permit NGOs and civil society organisation to own and operate community Radio Stations. By 30 November 2008, the Ministry of Information and broadcasting, Govt. of India, had received 297 applications for Community Radio census, including 141 from NGOs and other civil service organisations, 105 from educational institution and 51 for farm radio, stations to be run by Agricultural universities and agricultural extension centres. Of these, 107 Community Radio Stations ave has been cleared for licensing through the issue of Letter of Intent.

By 30 November 2008, there were 38 operational community radio stations in the country. Of these, two are run by NGOs and the rest of them by educational institutions. By 4 December 2009, the Ministry of Information and Broadcasting had issued "Grant Of Permission Agreements (GOPA) for 62 Community Radio Stations.

2.3.1 IMPORTANCE OF COMMUNITY RADIO

Famous communication expert Wilbur Schramm (U.S.A) has said that mass communication can change the map of the world and the role of mass media is very crucial in national development as well as rural development. Radio is an inexpensive medium in terms of production and management. All over the third world radio has been a catalyst for social change. India is a highly populated country where so many problems exist at all community level. Communication gap is the big reason for those types of problem. In this process community radio gives community members access to information because it gives them access to the means of communication. The most unique point of community radio or media is that it is separate from commercial media. Just as we know that information dissemination plays a key role in bringing social change among the receivers. The most relevant information such as- related to health, education, water system, corruption, poverty alleviation, marginalized rural groups, social exclusion etc. are disseminated and exchanged. Community radio helps to put the local community members in charge of their own affairs. For example,

There is Angada block of Ranchi (Jharkhand) " The Angada block was one of the poorest and most backward regions in Jharkhand, For a long time, villagers had been asking for the basic facility of a school, through letters to the local administration and the government, but to no avail. What finally drew the attention of the authorities was a play performed by the villagers and aired on FM Ranchi, as a part of the community radio initiative in the Angada block. With the help of NGO, villagers started broadcast different- different types of programmes, such as- education, health etc. Since then the community radio has become a platform for the villagers to come forward and air their grievances and requirements. The villagers themselves have been trained by a Delhi based NGO, and they are not only the listeners but also the directors and performers of half programmes aired regularly. From this example, the importance of community radio proves like, a trump card. One of the foremost reasons is important of community radio, that is the development support participatory communication. Community radio is not just important to raise awareness and lead to the development of a given area, but also play an important role at the time of natural disasters and calamities. An example is the Kalanjiam community radio in Tamilnadu. After the tsunami struck, community radio was set up facilitated by the DHAN Foundation's Centre For Development Communication in this area. It airs various programmes, spanning across disaster-preparedness, and marine education and safety measures in the sea. It saw tremendous participation from the residents and helped in creating a close-knit fisherman community

.This is the reality about community radio that community radio is one of the most effective and least costly means of communication for development, especially in rural areas. Community radio has proved to be one of the best media of communication at the grass-root level. India is the country of diversity, where people are culturally, geographically, educationally and economically vastly divergent. The local language, customs and social practices are different from place to place and region to region.

CHALLENGES TO THE COMMUNITY RADIO

In India, community radio is facing a lot of challenges. First of all, it is very difficult to create enthusiastic community participation and requires time and resources to train local residents in social, business, creative and IT skills, to manage volunteerism is a really difficult task. The biggest challenge today for community radio in India is the mobilization of material and human resources for effectively installing, running and maintaining the studio and station and for delivering valuable, useful and necessary

programmes. Most of the community radio in India is running on a donor system, where an organization sets up the infrastructure and helps in the airing of programmes and related content. Sustainability is also the biggest challenge for community radio. Lack of community interest, insufficient content, sporadic financial assistance and insufficient support by the donor. All these, combined with the bureaucratic problems of getting a license hinder the process of growth of community radio in India, making it long and cumbersome. In India this is the reality about community radio, its licensing process is so complex and difficult. For taking license these all ministries like Information and Broadcasting (IB), communication, Human Resources, Home and Defense ministries should be clearance in all matter. In this process, the candidates of community radio face a number of challenges. The problems, however, do not end here; there is usually spectrum availability for community radio in a local area. Moreover, radios even today are not allowed to air news or related broadcasts, thus restricting content, while, so many people, want to hear the news, where, community radio is established, they want to know that what is happening in the country and the world today. Related to advertising, commercial broadcasting is very limited (only 5 minutes in 1 hour). This facility is still to come into force and when in place may help in establishing more and more community radio services. In India so, many media specialist or practitioners have to suppose that the government is not liberal in broadcasting policy or press. The media policy of America, Canada, Australia, Ireland and South Africa are better than India. Broadcasting in our country continues to be governed by archaic legislation; the state's monopoly over broadcasting is under attack. Even as the government is dithering over legislation to facilitate the functioning of community radio in India, a few communities- based organizations have initiated radio projects that seek to deploy communication technologies for development and community empowerment. There is no doubt that this type of challenges is hurdles of growth of community radio in India.

2.3.2 POLICY GUIDELINES FOR SETTING UP COMMUNITY RADIO STATIONS IN INDIA

In December 2002, the Government of India approved a policy for the grant of licenses for setting up of Community Radio Stations to well established educational institutions including IITs/IIMs. The matter has been reconsidered and the Government has now decided to broad base the policy by bringing 'Non-profit' organisations like civil society and voluntary organisations etc under its ambit in order to allow greater participation by the civil society on issues relating to development & social change. The detailed policy guidelines in this regard are given below:

1. Basic Principles

An organisation desirous of operating a Community Radio Station (CRS) must be able to satisfy and adhere to the following principles:

a) It should be explicitly constituted as a 'non-profit' organisation and should have a proven record of at least three years of service to the local community.

b) The CRS to be operated by it should be designed to serve a specific well-defined local community.

c) It should have an ownership and management structure that is reflective of the community that the CRS seeks to serve.

d) Programmes for broadcast should be relevant to the educational, developmental, social and cultural needs of the community.

e) It must be a Legal Entity i.e. it should be registered (under the registration of Societies Act or any other such act relevant to the purpose).

2. Eligibility Criteria

(i)   The following types of organisations shall be eligible to apply for Community Radio licences:

a) Community-based organisations, which satisfy the basic principles listed at para 1 above. These would include civil society and voluntary organisations, State Agriculture Universities (SAUs), ICAR institutions, KrishiVigyanKendras, 1 Registered Societies and Autonomous Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

b) Educational institutions

(ii) The following shall not be eligible to run a CRS:

a) Individuals;

b) Political Parties and their affiliate organisations; [including students, women's, trade unions and such other wings affiliated to these parties.]

c) Organisations operating with a motive to earn a profit;

d) Organisations expressly banned by the Union and State Governments.

3. Selection Process & Processing of the applications

a) Applications shall be invited by the Ministry of I&B once every year through a national advertisement for the establishment of Community Radio Stations. However, eligible organisations and educational institutions can apply during the intervening period between the two advertisements also. The applicants shall be required to apply in the prescribed application form along with a processing fee of Rs.2500/- and the applications shall be processed in the following manner:

i. Universities, Deemed Universities and Government-run educational institutions will have a single-window clearance by putting up cases before an inter-ministerial committee chaired by Secretary (I&B) for approval. No separate clearance from MHA & MHRD shall be necessary. Once the WPC Wing of the Ministry of Communication & IT earmarks a frequency at the place requested by the institution, a Letter of Intent (LOI) shall be issued.

ii. In case of all other applicants, including private educational institutions, LOI shall be issued subject to receiving clearance from Ministries of Home Affairs, Defence& HRD (in case of private educational institutions) and frequency allocation by WPC wing of Ministry of Communication & IT.

(b) A time schedule for obtaining clearances as below shall be prescribed:

i. Within one month of receipt of the application in the prescribed form, the Ministry of I&B shall process the application and either communicate to the 2 applicant deficiencies, if any or will send the copies of the application to the other Ministries for clearance as prescribed in para 3(a)(i) and 3(a)(ii) above, as the case may be.

ii. The Ministries concerned shall communicate their clearance within three months of receipt of the application. However, in the event of the failure of the concerned ministry to grant the clearance within the stipulated period of three months, the case shall be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision for the issue of LOI.

iii. In the event of more than one applicant for a single frequency at a given place, the successful applicant will be selected for issue of LOI from amongst the applicants by the Committee constituted under the Chairmanship of Secretary (I&B) on the basis of their standing in the community, the commitment shown, the objectives enunciated and resources likely to be mobilized by the applicant organisation as well

as its credentials and number of years of community service rendered by the organisation.

iv.   Within one month of the issue of the Letter of Intent (LOI) the eligible applicant will be required to apply, in the prescribed format and with the requisite fee, to the WPC Wing of the Ministry of Communication & IT, Sanchar Bhawan, New Delhi for frequency allocation & SACFA clearance.

v.   A time frame of six months from the date of application is prescribed for issue of SACFA clearance. In the event of non-receipt of such clearance from the Ministry of Communication & IT within the stipulated period of six months, the case will be referred to the Committee constituted under the Chairmanship of Secretary (I&B) for a decision.

vi.   On receipt of SACFA clearance (a copy of which shall be submitted by the applicant), the LOI holder shall furnish a bank guarantee in the prescribed format for a sum of Rs.25, 000/-. Thereupon, the LOI holder will be invited to sign a Grant of Permission Agreement (GOPA) by Ministry of I&B, which will enable him to seek Wireless Operating License (WOL) from the WPC Wing of the Ministry of Communication & IT. The Community Radio Station 3 can be made operational only after the receipt of WOL from the Ministry of Communication & IT.

vii.   Within three months of receipt of all clearances i.e signing of GOPA, the Permission Holder shall set up the Community Radio Station and shall intimate the date of commissioning of the Community Radio Station to the Ministry of I&B.

viii.   Failure to comply with time schedule prescribed above shall make the LOI/GOPA holder liable for cancellation of its LOI/GOPA and forfeiture of the Bank Guarantee.

4. **Grant of Permission Agreement conditions**

   i.   The Grant of Permission Agreement period shall be for five years.

   ii.   The Grant of Permission Agreement and the Permission letter will be nontransferable.

   iii.   No permit fee shall be levied on the Permission Holder. However, the Permission Holder will be required to pay the spectrum usage fee to WPC wing of Ministry of Communication & IT.

iv.   In case the Permission Holder does not commence his broadcasting operations within three months of the receipt of all clearances or shuts down broadcasting activity for more than 3 months after commencement of operation, its Permission is liable to be cancelled and the frequency allotted to the next eligible applicant.

v.   An applicant/organisation shall not be granted more than one Permission for CRS operation at one or more places.

vi.   The LOI Holder shall furnish a bank guarantee for a sum of Rs.25,000/- (Rupees twenty-five thousand) only to ensure timely performance of the Permission Agreement.

vii.   If the Permission Holder fails to commission service within the stipulated period, he shall forfeit the amount of bank guarantee to the Government and the Government would be free to cancel the Permission issued to him.

5. Content regulation & monitoring

i)   The programmes should be of immediate relevance to the community. The emphasis should be on developmental, agricultural, health, educational, environmental, social welfare, community development and cultural programmes. The programming should reflect the special interests and needs of the local community.

ii)   At least 50% of content shall be generated with the participation of the local community, for which the station has been set up.

iii)   Programmes should preferably be in the local language and dialect(s).

iv)   The Permission Holder shall have to adhere to the provisions of the Programme and Advertising Code as prescribed for All India Radio.

v)   The Permission Holder shall preserve all programmes broadcast by the CRS for three months from the date of broadcast.

vi)   The Permission Holder shall not broadcast any programmes, which relate to news and current affairs and are otherwise political in nature.

vii)   The Permission Holder shall ensure that nothing is included in the programmes broadcast which:

  a. Offends against good taste or decency;
  b.   Contains criticism of friendly countries;
  c. Contains attack on religions or communities or visuals or words contemptuous of religious groups or which either

promote or result in promoting communal discontent or disharmony;

d. Contains anything obscene, defamatory, deliberate, false and suggestive innuendoes and half-truths;

e. Is likely to encourage or incite violence or contains anything against maintenance of law and order or which promote-anti-national attitudes;

f. Contains anything amounting to contempt of court or anything affecting the integrity of the Nation;

g. Contains aspersions against the dignity of the President/Vice President and the Judiciary; 5

h. Criticises, maligns or slanders any individual in person or certain groups, segments of the social, public and moral life of the country;

i. Encourages superstition or blind belief;

j. Denigrates women;

k. Denigrates children.

l. May present/depict/suggest as desirable the use of drugs including alcohol, narcotics and tobacco or may stereotype, incite, vilify or perpetuate hatred against or attempt to demean any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.

viii. The Permission Holder shall ensure that due care is taken with respect to religious programmes with a view to avoiding:

a. The exploitation of religious susceptibilities; and

b. Committing offence to the religious views and beliefs of those belonging to a particular religion or religious denomination.

6. **The imposition of penalty/revocation of Permission Agreement**

i. In case there is any violation of conditions cited in 5(i) to 5(viii), Government may suo moto or on basis of complaints take cognisance and place the matter before the Inter-ministerial Committees on Programme and Advertising Codes for recommending appropriate penalties. On the recommendation of the Committee a decision to impose penalties shall be taken.

However, before the imposition of a penalty, the Permission Holder shall be given an opportunity to represent its case.

ii. The penalty shall comprise of: (a) Temporary suspension of Permission for operating the CRS for a period up to one month in the case of the first violation (b) Temporary suspension of Permission for operating the CRS for a period up to three months in the case of the second violation depending on the gravity of violation. 6 (c) Revocation of the Permission for any subsequent violation. Besides, the Permission Holder and its principal members shall be liable for all actions under IPC, CrPC and other laws.

iii. In case of revocation of Permission, the Permission Holder will not be eligible to apply directly or indirectly for fresh permission in future for a period of five years. "Provided the penalty imposed as per above provision shall be without prejudice to any penal action under applicable laws including the Indian Telegraph Act 1885 and Indian Wireless Telegraphy Act 1933, as modified from time to time."

iv. In the event of suspension of permission as mentioned in para 6 (ii) (a) & (b), the permit holder will continue to discharge its obligations under the Grant of Permission Agreement during the suspension period also.

7. **Transmitter Power and Range**

i. CRS shall be expected to cover a range of 5-10 km. For this, a transmitter having maximum Effective Radiated Power (ERP) of 100 W would be adequate. However, in case of a proven need where the applicant organisation is able to establish that it needs to serve a larger area or the terrain so warrants, higher transmitter wattage with maximum ERP up to 250 Watts can be considered on a case-to-case basis, subject to availability of frequency and such other clearances as necessary from the Ministry of Communication & IT. Requests for higher transmitter power above 100 Watts and up to 250 Watts shall also be subject to approval by the Committee constituted under the Chairmanship of Secretary, Ministry of Information & Broadcasting.

ii. The maximum height of antenna permitted above the ground for the CRS shall not exceed 30 meters. However, the minimum height of the Antenna above ground should be at least 15 meters to prevent the possibility of biological hazards of RF radiation.

iii. Universities, Deemed Universities and other educational institutions shall be permitted to locate their transmitters and antennae only within their main campuses

iv. For NGOs and others, the transmitter and antenna shall be located within the geographical area of the community they seek to serve. The geographical area (including the names of villages/institution etc) should be clearly spelt out along with the location of the transmitter and antenna in the application form.

8. **Funding & Sustenance**

i. Applicants will be eligible to seek funding from multilateral aid agencies. Applicants seeking foreign funds for setting up the CRS will have to obtain FCRA clearance under Foreign Contribution Regulation Act, 1976.

ii. Transmission of sponsored programmes shall not be permitted except programmes sponsored by Central & State Governments and other organisations to broadcast public interest information. In addition, limited advertising and announcements relating to local events, local businesses and services and employment opportunities shall be allowed. The maximum duration of such limited advertising will be restricted to 5 (Five) minutes per hour of broadcast.

iii. Revenue generated from advertisement and announcements as per Para 8 (ii) shall be utilized only for the operational expenses and capital expenditure of the CRS. After meeting the full financial needs of the CRS, the surplus may, with the prior written permission of the Ministry of Information & Broadcasting, be ploughed into the primary activity of the organization i.e. for education in case of educational institutions and for furthering the primary objectives for which the NGO concerned was established.

9. **Other Terms & Conditions**

i. The basic objective of the Community Radio broadcasting would be to serve the cause of the community in the service area of the

Permission Holder by involving members of the community in the broadcast of their programmes. 8 For this purpose, the community shall mean people living in the zone of the coverage of the broadcasting service of the Permission Holder. Each applicant will have to specify the geographical community or the community of interest it wants to cover. The Permission Holder shall provide the services of his CRS on a free-to-air basis.

ii. Though the Permission Holder will operate the service under these guidelines and as per the terms and conditions of the Grant of Permission Agreement signed, the permission shall be subject to the condition that as and when any regulatory authority to regulate and monitor the broadcast services in the country is constituted, the permit holder will adhere to the norms, rules and regulations prescribed by such authority from time to time.

iii. The Permission Holder shall provide such information to the Government on such intervals, as may be required. In this connection, the Permission Holder is required to preserve the recording of programmes broadcast during the previous three months failing which Permission Agreement is liable to be revoked.

iv. The Government or its authorized representative shall have the right to inspect the broadcast facilities of the Permission Holder and collect such information as considered necessary in public and community interest.

v. The Government reserves the right to take over the entire services and networks of the Permission Holder or revoke/terminate/suspend the Permission in the interest of national security or in the event of national emergency/ war or low-intensity conflict or under a similar type of situations.

vi. All foreign personnel likely to be deployed by way of appointment, contract, consultancy etc by the Permission Holder for installation, maintenance and operation of the Permission Holder's services shall be required to obtain prior security clearance from Government of India.

vii. The Government reserves the right to modify, at any time, the terms and conditions if it is necessary to do so, in public interest or

for the proper conduct of broadcasting or for security considerations.

viii. Notwithstanding anything contained anywhere else in the Grant of Permission Agreement, the Government shall have the power to direct the permit holder to broadcast any special message as may be considered desirable to meet any contingency arising out of natural emergency, or public interest or natural disaster and the like, and the Permission holder shall be obliged to comply with such directions.

ix. The permit holder shall be required to submit their audited annual accounts to the Government in respect of the organization/division running the CRS. The accounts shall clearly show the income and expenditure incurred and the Assets and Liabilities in respect of the CRS.

x. A Permission Agreement will be subject to such other conditions as may be determined by the Government.

xi. The Government shall make special arrangements for monitoring and enforcement of the ceiling on advertisements, particularly in those areas where private FM radio stations have been granted licenses.

2.3.3 THE ORGANIZATIONAL STRUCTURE OF COMMUNITY RADIO

It is a non-profit radio station which is run by community people. So, there no professional

announcers, such are called volunteers.

Purposes or Missions

The purposes or missions of Community Radio Station are as follows:

- The central purpose of a Community Radio Station is to offer its listening community

  a voice and help to develop their community and build community life.

- To communicate information related to the community through the community people.

- To provide debates on local issues and problems solving.

- To provide accurate information from and to the community.

- To encourage active community participation in the station's operations.
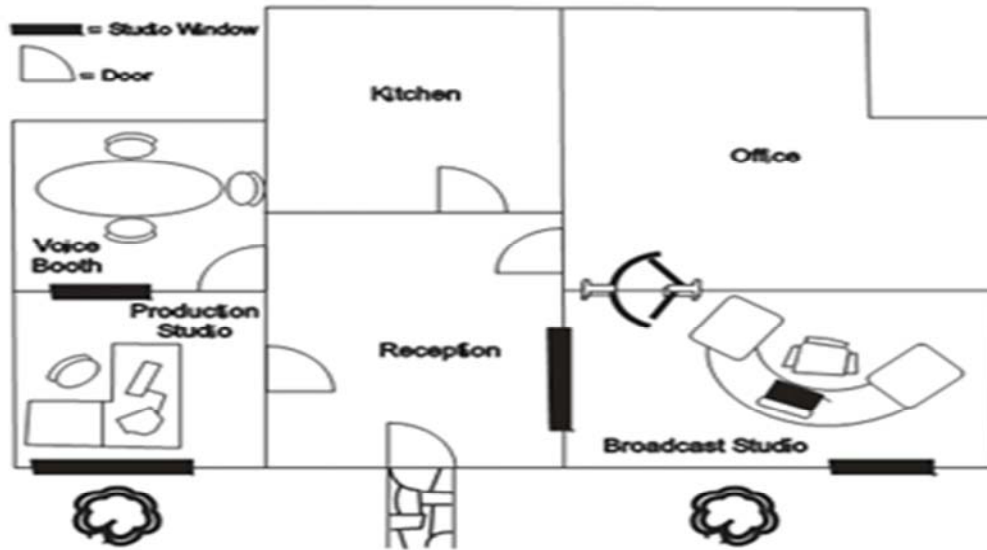
Diagram- Layout of community radio

Rules and Regulations

- ➢ The station should provide its service on a free-on-air basis.
- ➢ The authorization shall be for period five years and should be renewed every year

  and application for renewal shall be submitted within three months prior to the

  expiry of an authorization.
- ➢ The station should not use its broadcasting facilities in the whole or a part for profit.
- ➢ The station should preserve copies of all programmes broadcasted.
- ➢ The station should cover an area up to 5 Kms in radius and maximum up to 25 Kms,

  not more than this.
- ➢ Transmitting antenna height should be in between 15 m to 30 m, it should not

  exceed the given height.

- The programmes should be of immediate relevance to the community and focus on

  issues relating to education, health, environment and agriculture and rural and

  community development.

- The programming should reflect the special interests of the local community.

- At least, 50% of content should be generated with the participation of the local community.

- Programmes should preferably in local language and dialect(s).

- There should be no transmission of sponsored programmes except programmes .sponsored by Central or State Government and other organizations to broadcast public interest of information.

- Not to broadcast any programme which relates to news and current affairs and is otherwise political in nature.

- There should be limited advertising and announcements relating to local events. local business and services and employment opportunities. The duration for such advertising will be restricted to five minutes per hour of broadcast
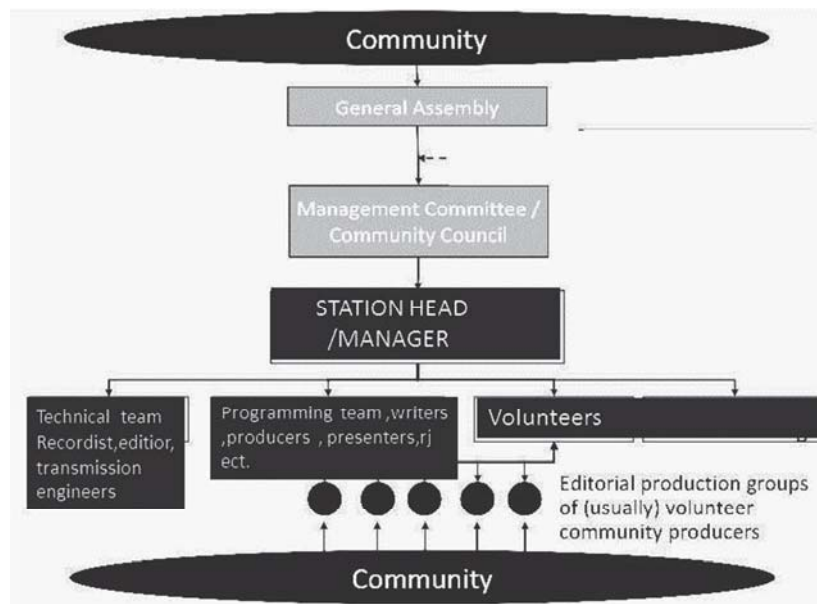
The organizational structure of Community Radio

MAJOR TECHNOLOGIES, EQUIPMENT AND FACILITIES AND STUDIO

Technology: All radio stations in India use the same broadcasting technology which is known as

terrestrial broadcasting signals are transmitted through one transmitting antenna to another.

Types of equipment: Transmitter of 100w. An antenna is Omnidirectional and of height 15m.

Studio equipment comprising of microphones, monitors, headphones, recording and playback equipment and amplifiers. Audio console/mixer: console is analogue

Facilities: Well acoustically treated walls, soundproof doors, fully air-conditioned studio, recording and playback facility and all types of equipment that are needed in a community radio station

Programmes: The programmes of Community Radio Station are based on various topics i.e. elemental, agricultural, health, educational, health, environmental, social welfare, community development and food and culture.

REVENUE AND EXPENDITURE

The revenue sources of Community Radio Station are:-

> ➢ Central and State Government advertisements

> ➢ Sponsorship programmes of Central and State Government

> ➢ Donation from the funding agency can be the revenue source, but there is no donation from any funding agency in Vivek Community Radio Station.

The expenditure sources are royalty, salary, electricity, tapes, transport, maintenance and replacement of types of equipment after some time or any technical problem in equipment.

Coverage Area

The transmitter power of the radio station is 100W, so it covers 7 Kms to 10 Kms of

area. The target audience of community radio is the specific community. This station is for all age groups of people.

Feedback Strategies

The station receives its feedback from its listeners through two ways:

- phone calls

- e-mails

Most convenient is through phone calls. So, more feedback comes through phone calls.

than e-mails in this station.

2.4 CHECK YOUR PROGESS

Fill in the Blanks
1. Transmission bands for FM radio range between ……………
2. The first FM station was started in Madras in …………….
3. Only Companies registered in India under the ………………………...can bid for a license for operating Private FM Channels.
4. FDI permitted to the extent of not more than ………of the paid-up equity in the entity holding a permission for a radio channel.
5. No entity shall hold permission for more than …….of all channels allotted in the country.

2.5 LET US SUM UP

➤ As we know that knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people. In this process community radio and private FM radio is the perfect medium. There was a time when radio was the only medium which could be used most effectively to inform, educate and entertain masses in less time as compared to other available media. Radio's personality can easily be understood by knowing the fact that the programmes telecasted for SITE (Satellite Instructional Television Experiment) on television in 1975 were produced by the team and under the banner of All India Radio.

➤ But, with the growth of television and the popularity of satellite channels, radio had to face hard times over the years. It was the year of 1995 which happened to be the turning point for Indian radio when SupremeCourt of India, declared airwaves as public property. Since then many private giants came in the field of FM radio and the new FM wave touched great heights. The journey is still on with the upcoming third phase of FM radio stations. Community radio has also done a good job in serving society especially the students and marginalized. Further, radio carries some unique features as a

mass medium and that's why it caters to the needs of a common man and today's technology-driven youth at the same time. Television has always been a family member and even in present times, television is enjoyed by family members and friends together. But radio, which was listened in groups in early days, is becoming a personal companion with the support of information and technology and the growth of radio can be observed by its new forms like visual radio, satellite radio, hybrid radio etc.

2.6 KEYWORDS

Non-commercial radio: Non-commercial radio, also called non-comm for short, includes college radio and community-based radio stations, including local National Public Radio (NPR) affiliates. Most non-commercial stations rely either on subsidies from a nonprofit such as a university or listener contributions for their income.

Community media Organisation: The CMA is a non-profit making organisation, supporting Community Radio and Television and community-based Internet projects. Its mission is to enable people to establish and develop communications media for cultural and creative expression, community development and entertainment.

Radio channel: An assigned band of frequencies sufficient for radio communication

Note 1: The bandwidth of a radio channel depends upon the type of transmission and the frequency tolerance. Note 2: A channel is usually assigned for a specified radio service to be provided by a specified transmitter.

Commercial broadcasting: Commercial broadcasting (also called private broadcasting) is the broadcasting of television programs and radio programming by privately owned corporate media, as opposed to state sponsorship.

AM station : Amplitude modulation (radio signal) When information is broadcast from a radio station, the electrical image of the sound (taken from a microphone or other program source) is used to modulate the amplitude of the carrier wave transmitted from the broadcast antenna of the radio station. The Amplitude Modulated (AM radio) carrier frequencies are in the frequency range 535-1605 kHz. Carrier frequencies of 540 to 1600 kHz are assigned at 10 kHz intervals.

FM station : FM means "Frequency modulation (radio signal) When information is broadcast from an FM radio station, the electrical image of the sound (taken from a microphone or other program source) is used to modulate the frequency of the carrier wave transmitted from the broadcast antenna of the radio station The FM

radio band is from 88 to 108 MHz between. The FM stations are assigned centre frequencies at 200 kHz separation starting at 88.1 MHz, for a maximum of 100 stations.

Community Radio Association: Community Radio Association was formed soon after the first Sammelan of CR stations in 2011 in Delhi. 58 stations expressed their interest in April 2011 for the formation of an association, wherein people working on the ground, can represent their communities and bring the voices of the voiceless to the fore. A paper was prepared and circulated among operational stations and a consensus on the role of the association, its structure, objectives etc. were arrived at. A society was registered in Delhi in July 2011, under the Societies Registration Act.

The salient features of the CRA are:

➢ Only representatives of functional CR stations are its voting members

➢ It has been registered as an All India Body with 12 members from nine different states signing the MOA

➢ CRA works in a decentralized manner with Zonal and State Chapters. Each chapter is empowered to organize workshops, events in line with CRA's objectives.

2.7 SELF-ASSESSMENT TEST
1. What are the differences between private and community radio?
2. What is the source of income for Indian FM radio stations?
3. How you can start a community radio station?

2.8 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS
1. 80-108 MHz
2. 1977
3. Companies Act, 1956
4. 20%
5. 15%

2.9 REFERENCE/SUGGESTED READINGS
1. Community Radio Handbook, Colin Fraser and Sonia Restrepo Estrada © UNESCO 2001
2. Radio Programme Production by M. Neelamalar
3. Modern Radio and Audio Production: Programming and Performance by Carl Hausman**,** Frank Messere, Lewis B. O'Donnell, Philip Benoit
4. www.allindiaradio.org/

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO.: 3	VETTER:PROF. HARISH ARYA
RADIO GENRES	

STRUCTURE

The lesson shall provide details about different radio Genres/radio programme formats. The lesson structure shall be as follows:

3.0 Introduction
3.1 Learning Objectives
3.2 Types of Radio Formats
  3.2.1 Informative Programme Formats
  3.2.2 Educational Programme Formats
  3.2.3 Entertainment Programme Formats
  3.2.4 Other Formats
3.3 Check your Progress
3.4 Let us sum up
3.5 Keywords
3.6 Students' Activity
3.7 Feedback to check your Progress Questions
3.8 Reference/Suggested Readings

3.0 INTRODUCTION

Before the dominance of the Television in India, Radio has the supremacy over all other mass media. People were used to tuning in different radio Programmes. Radio broadcasters devised some different programme formats to fulfil the expectation of the listeners apart from the news or straight forward information. The overall radio broadcasting is dependent on the variety of Radio Programmes like radio feature, talks, documentaries, drama, music Programmes, interviews, discussions, new writings, radio jingles etc. In this lesson, we shall discuss different types of radio formats used for AIR, private FM, community and online radio. Most commercial stations in the radio industry fit into formats defined by content that appeals to

specific audiences. That content might be a style of music, or it might be news, sports, or another programming.

3.1 LEARNING OBJECTIVES

After reading this lesson you will able to know

- ➢ Various Programme formats of Radio
- ➢ various aspects of the different formats of radio Programmes.
- ➢ It is also explaining the importance of radio commercials along with its limitation and advantages.

3.2 TYPES OF RADIO FORMATS

Processing information and creating content is just like a recipe for utilizing ingredients to prepare a palatable dish. The packaging of the content is made interesting to attract the portable clients. Like all other medium competing to draw the attention of customers, radio has devised various appealing formats which are further innovated by creative broadcasters to deliver the content to the best satisfaction of listeners. A mechanical application of the formats may reduce the efficiency of content. Therefore, every broadcaster needs to examine the appropriateness and effectiveness of any format.

Basically, radio caters to the benefit and pleasure-seeking instincts of individual listeners or a group of listeners. The core mandate of the radio is to inform, to educate and to entertain

Radio programme can be classified into three major categories (Informative, educational and entertainment) these are following.

3.2.1 INFORMATIVE PROGRAMME FORMATS

Giving or releasing information in one way traffic. Shared information sometimes involves more than one individual. Some information is given in combination of word and music. There are following Radio programme formats, which are basically fulfilling the information need of the listeners.

- ➢ **Announcement:** This is straight information given to individual listeners or group of listeners. Programme summary slogans, weather reports and outlook, market rates, railway times, reservation positions, government plans and policies, information about fairs and festivals. These announcements are re-drafted from the original texts received for better comprehension.

- **Messages:** Honorable President of India, prime minister and foreign dignitaries address the people through the radio on various occasions. These are mostly pre-recorded. But on occasions like Independence Day or such other event covered live by the radio, the messages go live. "Appeals" for welfare activities also fall under this category.

- **Running Commentary:** Commentary is very popular on the radio because big sporting and other events are covered live in this format. This format enables listeners to see things through their ears. : If you can't go to see a football or cricket match in a stadium, you may watch it on television. But for that, you have to be at home or at someplace where there is a television. But if you are travelling or outside, then you may listen to the radio for a running commentary of the match. A commentator would give you all the details of the match such as the number of players, the score, position of the players in the field etc. By listening to the running commentary, you get a feeling of being in the stadium and watching the match. The commentator needs good communication skills, a good voice and knowledge about what is going on. Running commentaries on the radio can be on various sports events or ceremonial occasions like the Republic Day Parade or events like festivals, melas, rathyatra, swearing-in ceremony of ministers, last journey (funeral procession) of national leaders etc. Today radio running commentaries especially of cricket and other sports can be heard on your mobile phones.

- **Feedback/Vox Pop/ Phone in** This format is participatory in nature. Listeners write to the radio stations expressing their reactions, opinions about the Programmes they listened to. Replies to such letters and acknowledgement are given over the radio. Replies to listeners' letters fall under this category of feedback. Budget and many developmental activities like the inauguration, flag offs create positive and negative reactions among the common people. Their instant reactions are recorded and aired and in most cases aired live. Phone-in is yet another exciting format in which listeners directly participate in interacting with a radio guest invited to talk about any problem affecting public life or any matter of public interest.

- **News**: News is important because it keeps us informed as to what is happening in our own community and what is happening in other communities which may impinge upon us. It satisfies our curiosity and concern and it provides us with basic facts which enable us to form an idea and join the general discussion which leads to community action.

- **News bulletin**: News bulletins have assumed increasing importance in radio broadcasting in recent years. In the early days of radio, there was seldom more than one bulletin a day and it was broadcast after the evening newspapers reached the streets and had been sold. As radio stations built up their own news staffs the number of bulletins increased. Many stations today have several long bulletins interspersed with hourly or even half-hourly news summaries.
- **Newsreel:** It is more usual to separate comment from the news by including it in news talks and newsreels. The daily newsreel of fifteen or more minutes duration is a popular form of news broadcasting. It contains eye-witness accounts, extracts of speeches and reports of other events, commentaries, short talks and interviews in much the same way as a newspaper includes pictures and feature articles.
- **Radio Magazine:** You are familiar with magazines which are a form of print media. They are published weekly, bi-weekly, fortnightly or monthly. There are general magazines and magazines for specific readers. Formats of Radio Programmes magazines could be for children, women, youth or on health, sports, science or music. If you open any one of these magazines, you will find articles, reviews, features, photo features etc. Radio also has magazine programmes like those in the print media. A radio magazine is broadcast at a particular time on a particular day of a week or a month. That means it has periodicity. It has plenty of variety of contents. Some or many formats of radio are included in a radio magazine. These may be talks, discussions, interviews, reviews, music etc. Likewise, the duration of each programme or item in a magazine programme also vary. (15 or 30 minutes.) Another characteristic of a radio magazine is that it has a signature tune. A signature tune is an attractive piece of music which is specific to a programme. It can be like the masthead (title) of a magazine. A magazine programme also has a name and one or two presenters or anchorpersons who link the whole programme. In the beginning, the titles of the day's programme will be given by the presenters after the signature tune. They also give continuity and link the whole magazine. Magazine programmes are generally broadcast for a special or specific audience. As the name suggests, a specific audience refers to listeners with specific needs as mentioned in the beginning.
- **Radio report:** An event of importance which is required to be reported in more detail is covered under this format. This normally includes actuality sound bytes and ambience.

3.2.2 EDUCATIONAL PROGRAMME FORMATS

Education is the traditional notion may point to curriculum-based lessons in schools and colleges following a set syllabus. We call them formal education. There are other subjects which need informal or non-formal education to broaden the mindset. Literacy drive, campaigns for accepting certain methods for reproductive health care, environment, sanitation, spiritual or societal norms. All subjects under the sun from literature science, cookery, fashion and other topics of human interest which are not part of curriculum-based formal education, are delivered by radio at the ear step of listeners.

➢ **Talks/ Monologue:** This format may appear to be very simple. But in practice, it is the most difficult format on radio. Public orators, eloquent speakers and research scholars may shine in their field in public. But very few muster the courage to prepare a script within the framework of 500 to 1200 spoken words with pauses at the appropriate time. Selection of topic, a title, the first sentence to be spoken, the continuity of flow and an impressive conclusion are the tricky elements in a radio talk. Suitability of voice, its timbre, roundedness, accent, intonation and style are essential elements of voice. In fact, voice and vocabulary are the twin aspects of radio talk.

➢ **Interview/ Dialogue:** This format is to elicit cream from experts or knowledgeable personalities, public figures whose views and actions affect societal behaviour or developmental. Even there are topics of human interest which cannot be presented in a talk format. Here both interviewer and interviewee must share a consensus of the topic they are covering. The interview represents the listeners. Hence, the role of the interviewer is much more complex than the interviewee where there is the constraint of time. Dialogue, on the other hand, keeps both the talking heads at the level and exudes an atmosphere of informal congeniality.

Following tips can use to be discussed and practised during training sessions for an interview

✓ Know the guest before his arrival and ensure the topic and area of interest

✓ Do not submit the question in advance but discuss the areas of the question with the guest

✓ Make the guest feel at home

- ✓ Remember that the guest to keep intact spontaneity
- ✓ Do not make the interview just a question-answer session
- ✓ Never refer to a conversation held before recording
- ✓ Do not interrupt with meaningless comments
- ✓ Keep Cool and Keep Control of the interview
- ✓ Avoid questions that invite yes or no answers
- ✓ Before ending the interview, ask the guest whether anything more is to be added.
- ✓ At the conclusion of the interview, thank the guest warmly and briefly.

- ➢ **Discussion:** This format is generally used when more than two persons are assigned to discuss a particular topic of interest to bring out conflicting viewpoints and to reach a consensus. The role of moderator assumes more responsibilities to navigate the flow in such a manner so as to avoid irrelevant digression keeping in view the time limit.

- ➢ **Documentary and Features:** Developmental themes, historical perspectives, customs, rituals and events of the archival value are normally presented in the formats of documentary and features. While documentaries rely on factual records, features rely on imagery and emotional creativity with dramatics. Radio has created this format for itself and is perhaps the most intricate format compared to all other formats. Research, planning and organization of production are meticulously structured in these formats. Creative broadcasters have still formulated a combination of both the formats into docu-feature where the elements of both documentary and feature find a fusion. There are other formats for educative Programmes like radio lesson, quiz, question and answer which can be termed as radio games.

3.2.3 ENTERTAINMENT PROGRAMME FORMATS

The third main objective of the Radio is to entertain the listeners with a variety of musical shows like pop music, classical music, request based music Programmes. Music has priority over all other Programmes. Light entertainment is a rather loose term used by many stations to cover a wide field of programming: book and short story readings; serialized drama, particularly light and humorous drama; variety programmes featuring light musical entertainment, comics, community singing, some types of listeners' letter programmes, quizzes and panel games

- **Music:** Music is the primary content for the entertainment of radio programmes. Presentation of music, both vocal and instrumental in classical, light music, folk music film music, pop or western music and other forms of music is the perhaps the richest treasure of Indian radio. Radio provides different forms of Music. Those include; Classical Music, Hindustani and Karnataka Light Music, Light Classical Music, Folk and Tribal Music, Choral Music, and Instrumental Orchestral Music besides film music. The formats of Musical broadcasts include Music Concerts-classical and light, independent songs, and (light and light classical) Musical operas, Music Magazines and Music features. Film songs in different languages, Western Music-vocal, instrumental and orchestral of classical and pop variety form part of Music broadcasts. These include programmes of the listener's choice. Presentation of Music programmes is done in different ways, some are presented as independent items while others are compared and presented.

- **Radio Drama:** Drama is essentially a visual format. Whether it is a stage play, opera, musical play, folk drama or ballet, they are all visual delights. Bharat NatyaShastra prescribes what is to be shown, how to be shown, where to be shown and whom to be shown. Show as such denotes visual performances. But radio has devised its own formats of drama. Drama or play for radio is specially written. The story and stage plays which are taken for radio are rewritten again to suit the medium. In fact, all materials are adopted for radio. The scenes, time and place are all depicted through words and sound effects. Imagery is created in the mind of the listeners. Even silence acts very effectively in radio. Nowadays, serials have taken over in radio too.

  There are three methods of presenting radio plays :

  As completely self-contained plays of 30,45 or 60 minutes in length;

  as serial dramas of 15 or 30 minutes in length in which the action goes forward from one episode to another;

  as series drama, each broadcast generally lasting for30 minutes and completing one whole episode of a continued story; the principal characters reappear in new situations in each new drama in the series.

- **Radio Advertising:** A station which carries advertising obtains it either directly from an advertiser or indirectly through an agency representing an advertiser. Where an account is obtained through an agency the agency prepares the advertisements called copy or commercials and listens to the station to make sure they are properly broadcast and at the times contracted

for. Where a station obtains an account directly from the advertiser the station generally writes the copy.

- ➢ **Jingles:** This format of short duration is market driver, to inform the listeners about a product or service. It may be a public service or a commercial ad also.
- ➢ **Spot** – Another word for a radio commercial.

3.2.4 OTHER FORMATS

- ➢ **Live Shows:** Live online radio programs are transmitted in real-time. There are lots of options when it comes to living shows – be it talk, an interview, or live-event coverage. Broadcasting live is a fabulous way to involve your listeners in real-time events, by taking live calls, and letting shout-outs, and more.

- ➢ **Special Audience Programme**: These are the programs produced for a specific group of the listeners like Children, women, youth, Special People, Army etc.

- ➢ **Sports Programme:** Broadly speaking the sports programs can be of two types, which are Live Programs and Recorded Programs

- ➢ **late-night Show**:late-night programming is incredibly flexible. Late evenings usually have fewer listeners tuning in, which could be a great time to debut new DJs who are still finding their groove. Late-night programs are often music-centric, though It often depends on a station's late-night listener stats.

- ➢ **Morning Show:** The Morning Show is another staple in the world of radio. This is your chance to help your listeners wake up and get pumped for the day ahead. For area-specific stations, morning programs are a great opportunity to cover recent events, news, traffic, and weather, to prepare your listeners for the day.

- ➢ **Speciality Show:** are a fantastic way of breaking from regular programming or long blocks of music. These types of shows can cover fun and interesting topics such as travel, technology, history, or celebrity news. These segments can cover a fun new destination once a week (travel), the latest and greatest tech (technology), interesting figures from history, and more.

- ➢ **Podcast**: a digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new instalments of which can be received by subscribers automatically.

- ➢ **Outdoor programmes**: roadshow, film reviews, promotional activities, companying

- ➢ **Vox Pop-**a broadcast for radio or television in which people going past in a public place are asked their opinion on a particularsubject
- ➢ **Phone In Programmes-**a phone to television or radio programme in order to expressyour opinion on a matter

3.3 CHECK YOUR PROGRESS

Fill in the Blanks :

1. The core mandate of the radio is to inform, ……………..and to entertain.
2. Straight information given to individual listeners or group of listeners is called ………..
3. ……………..is yet another exciting format where listeners directly participate in interacting with a radio guest invited to talk.
4. Documentaries rely on ………records, features rely on ……….and emotional creativity with dramatics.
5. Where an account is obtained through an agency the agency prepares the advertisements called …………….

3.4 LET US SUM UP

In this chapter, we learn about various kind of programmes like spoken word, music and special effects types of formats, announcements, radio talk, radio interviews, radio discussions, radio magazine, radio documentaries and features, running commentaries, radio drama, news and music. Radio is effective not only in informing the people but also in creating awareness regarding many social issues and need for social reformation, developing interest and initiating action, for this, we have to select right radio formats to convey the message effectively.

In this chapter, we likewise find out about other radio organizations that manages sports stimulation etc.and figure out how radio is one of the significant diversion instruments throughout our life. In this section, we likewise experience the different other radio configurations that advance in past some year with the headway in innovation. Live Shows, SpecialAudience Program, Sports Program, late-night Show, Morning Show, Speciality appear Podcast, Outdoor projects, Vox Pop. These are some engaging organization motel radio that connected with radio crowd and make radio a prominent stimulation hotspot for people.

3.5 KEYWORDS

Docu-Drama-   A docudrama (or documentary   drama)   is a genre of radio and television programming, feature film, and staged theatre, which

features dramatized re-enactments of actual events. On stage, it is sometimes known as documentary theatre. In the core elements of its story a docudrama strives to adhere to known historical facts while allowing a greater or lesser degree of dramatic license in peripheral details, and where there are gaps in the historical record. Dialogue may include the actual words of real-life persons, as recorded in historical documents. Docudrama producers sometimes choose to film their reconstructed events in the actual locations in which the historical events occurred.

Talk Shows- Talk **radio** is a radio format containing discussion about topical issues. Most shows are regularly hosted by a single individual, and often feature interviews with a number of different guests. Talk radio typically includes an element of listener participation, usually by broadcasting live conversations between the host and listeners who "call-in" (usually via telephone) to the show. Listener contributions are usually screened by a show's producer(s) in order to maximize audience interest and, in the case of commercial talk radio, attract advertisers.

Voicer -Voicer is a short script – 25 lines at most. It must last less than a minute. It's the script the journalist writes and reads in his own voice. It can be live or recorded. If you're on the field, you'll read it on the phone. Whichever the case, a voice has a structure: a beginning, a middle and an end. A lead sentence and a punchy last line. It does not parrot what the anchor intro says. It answers two questions: Why ? and How?

Voice-over: Talk over the sound.

Sound bite: Audio portion of the interview. See Actuality.

Spots: Commercials; paid announcements.

PSA: Public Service Announcement; non-commercial message.

Sweeper – A recorded element, such as a voice, voice over music or sound effects, that bridges two songs together or creates a transition from commercials back to music.

Format: Type of programming a station offers; the arrangement of material, formula.

3.6 SELF-ASSESSMENT TEST

1. Discuss in detail the factors to be taken into account before making a radio programme.
2. Explain with examples the different formats of radio programmes.

3. Write a note on Documentary and Feature Stories
4. Explain Discussion as important Radio Format.

3.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

1. To educate
2. Announcement
3. Phone-in
4. Factual, Imagery
5. Copy or commercials

3.8 SUGGESTED READINGS OR REFERENCES

1. Programming for TV, Radio & The Internet, Second Edition: Strategy, Development & Evaluation: Lynne Gross, Brian Gross and Philippe Perebinossoff

2. Media Programming: Strategies and Practices: Susan Tyler Eastman and Douglas A. Ferguson

3. Lekhankala by Dr.abid

4. Radio Programme Production by M. Neelamalar

5. www.allindiaradio.org/

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO.: 4	VETTER: PROF. HARISH ARYA
WRITING FOR RADIO	

STRUCTURE

The lesson shall provide information about writing for the radio programme. The lesson structure shall be as follows:

4.0 INTRODUCTION

Radio writing differs from writing for publication in print because the medium is different.

Broadcasting is a form of live publication. It is not static, but something which moves forward in the present time. This calls for a different approach - a difference in style. The peruser of a paper or a magazine can choose or dismiss sections or entire stories as the extravagant takes him. At the point when he isn't clear in his comprehension of the writer's significance he can generally peruse. This isn't so of radio. The audience needs to take everything as it comes or not tune in at all. When he is indistinct he has

no methods for alluding back to explain a point. A radio-script writer must seek to hold the listener's rapt attention and go to considerable pains to ensure that the meaning is clear and understandable at every stage of a talk or story as it progresses. Another distinctive characteristic of radio writing is that things heard on the radio appear to be happening now to the listener. Broadcast is not a report of something past or gone, even the act of news reading is something taking place at the same time as it is heard. Above all, radio writing is writing for the spoken words and everyday speech should be the guide to the words we use and the manner in which we use them. In talking with one another, we use familiar words. We assemble what we have to say in short phrases and seldom put our ideas together in the kind of lengthy paragraphs which we write. We put forward our ideas directly, not cluttered with small details nor involved in rambling parenthesis. From these characteristics of radio writing, we may deduce a series of rules. The script is a written document, which played an important role in any production process. A script can be of any type and for any purpose. But usually, a good script always becomes helpful for the radio presenter or production assistant to deliver quality Programmes. Basically, the key element of writings for radio and television is an art which can be cultivated only after proper practice and due consideration. Radio is medium of ear and his audience uses acoustic signals. It addresses itself to the one single sense organ at the receiver end i.e. the ear. So every bit of sound or information must be clear and audible to the audience and must be converted into speech and spoken words. Therefore it is mandatory to select appropriate words and formation of sentences to convey the message effectively.

4.1 LEARNING OBJECTIVES

After reading this lesson you will be able to-

➢ discuss the key elements of writing for radio writings.

➢ how to communicate effectively.

➢ demonstrate proficiency in written work.

➢ describe the difference writing for radio.

➢ define various presentation techniques for anchoring or Radio jockeying.

4.2 GENERAL PRINCIPLES OF COMMUNICATION FOR RADIO WRITING

A) Know your purpose, Why are you preparing this communication? What is your purpose – are you analyzing? evaluating? assessing feasibility? describing? advocating? What outcome are you looking for – to create awareness? To increase the

level of information and knowledge? To change attitudes? to stimulate action? The first two are general educational purposes. The next two, however, go beyond education to include communication for influencing. What message do you want your audience to take away?

B) Know your audience Identify who you are trying to reach with your message – your professors? your peers? your employers? a diverse group with differing knowledge, perspectives and interests? the general public? concerned citizens? What is their background? Will they understand technical material or professional jargon? What is their point of view? How large is your audience? What do they expect from you? What are their information needs? What do they already know? What do they want to get out of it? Their purpose may be quite different from yours. Understanding their collective and individual needs and backgrounds – and adapting your content and approach accordingly – will help you ensure that your intended message is received. Put yourself in your audience's shoes.

C) Be clear and concise You need a clear, concise and easy to understand the message. Keep It Simple and Straightforward! Keeping it simple doesn't mean that it is elementary or trivialized. It means that you use plain language or explicit images effectively to convey your message. You should be able to summarize your main point or message in two or three concise sentences.

4.2.1 7 CS AND 4 SS OF COMMUNICATION

In any business environment, adherence to the 7 Cs and the 4 Ss of Communication helps the sender in transmitting his message with ease and accuracy.

The 7 Cs are as follows:

1. **Credibility:** If the sender can establish his/her credibility, the receiver has no problems in accepting his/her statement. Establishing credibility is a long-drawn-out process in which the receiver, through constant interaction with the sender, understands his/her credible nature and is willing to accept his/her statements as being truthful and honest. Once the credibility of the sender has been established, attempts should be made at being courteous in expression. Much can be accomplished if tact, diplomacy and appreciation of people are woven in the message.

2. **Courtesy:** implies taking into consideration both viewpoints as well as feelings of the receiver of the message. A courteous message is positive and focused on the audience. It makes use of terms showing respect for the receiver of the message and it is not biased. Completeness: The

communication must be complete. It should convey all the facts required by the audience. It is cost-saving as no crucial information is missing and no additional cost is incurred in conveying the extra message if the communication is complete. A complete communication always gives additional information wherever required. It leaves no questions in the mind of the receiver. There should be enough information to be useful to enable the reader to use the technology or practice successfully after following the instructions. Important items should be included and all the steps in a process covered in enough detail. Complete communication helps in better decision-making by the audience/ readers/ receivers of the message as they get all desired and crucial information. It persuades the audience.

3. **Clarity**: Clarity of ideas adds much to the meaning of the message. The first stage is clarity in the mind of the sender. The next stage is the transmission of the message in a manner which makes it simple for the receiver to comprehend. As far as possible, simple language and easy sentence constructions, which are not difficult for the receiver to grasp, should be used. Scientific terms can be made simpler and jargon should be avoided. The clarity in communication enhances the meaning of the message. A clear message makes use of exact, appropriate and concrete words.

4. **Correctness:** If the sender decides to back up his communication with facts and figures, there should be accurate in stating the same. The information must be truthful and accurate and the statements should be scientifically justifiable. A situation in which the listener is forced to check the presented facts and figures should not arise. Finally, the usage of terms should be non-discriminatory. Incorrect communication, the message is exact, correct and well-timed; a correct message has a greater impact on the audience/readers; it checks for precision and accuracy of facts and figures used in the message and makes use of appropriate and correct language in the message.

5. **Consistency:** The approach to communication should, as far as possible, be consistent. There should not be too many ups and downs that might lead to confusion in the mind of the receiver. The level of the language should be the same throughout. If a certain stand has been taken, it should be observed without there being situations in which the sender desires to bring about a change in his understanding of the situation. He should ensure that the shift is gradual and not hard for the receiver to comprehend.

6. **Concreteness:** Concrete and specific expressions are to be preferred in favour of vague and abstract expressions. It should say when a particular technology

or policy is appropriate? When it should not be used and indicate costs and benefits. Abstractions or vague statements can cloud the mind of the sender. Instead of stating "There has been a tremendous escalation in the sales", if the sender made the following statement: "There has been an escalation in the sales by almost 50% as compared to last year", the receiver is more apt to listen and comprehend the details. The concrete message is supported with specific facts and figures; it makes use of words that are clear and build the reputation and concrete messages are not misinterpreted.

7. **Conciseness:** The message to be communicated should be as brief and concise as possible. As far as possible, only simple and brief statements should be made. Excessive information can also sway the receiver into either a wrong direction or into inaction. Quantum of information should be just right, neither too much nor too little. Concise communication is both time-saving as well as cost-saving. It underlines and highlights the main message as it avoids using excessive and needless words. Concise communication provides a short and essential message in limited words to the audience. A concise message is more appealing and comprehensible to the audience and is non-repetitive.

4 Ss OF COMMUNICATION

An understanding of the 4 Ss is equally important.

1. **Shortness**: It is often said, "Brevity is the soul of wit.". If the message can be made brief, then transmission and comprehension of messages are going to be faster and more effective. Flooding messages with high sounding words does not create an impact. Often, the receiver has to spend his time trying to decipher the actual meaning of the message.

2. **Simplicity:** Simplicity, both in the usage of words and ideas, reveals clarity in the thinking process. Using simple terminology and equally simple concepts would help. Strength: The strength of a message emanates from the credibility of the sender. If the sender himself believes in a message that he/she is about to transmit, there is bound to be strength and conviction in whatever he/she tries to state.

3. **Strength:** The strength of a message emanates from the credibility of the sender. If the sender himself believes in a message that he is about to transmit, there is bound to be strength and conviction in whatever he tries to state.

Halfhearted statements or utterances that the sender himself does not believe in add a touch of falsehood to the entire.

4. **Sincerity:** A sincere approach to an issue is evident to the receiver. If the sender is genuine, it will be reflected in the manner in which he communicates. Development Communication Development is about change. It could be about social or economic change for improvement or progress. It is about using communication to change or improve something.

Different types of messages are used to change the socio-economic condition of people and are designed to transform the behaviour of people or for improving their quality of life. Development communication can be defined as the use of communication to promote development.

According to Everett Rogers, "Development communication refers to the uses to which communications are put to further development." It can be said to be an approach to communication which provides communities with the information they can use in bettering their lives. Development communication has two primary roles, i.e. Transforming role and a socializing role.

4.2.2 WRITING FOR RADIO

Good writing is good in any medium. The ground rules for composition apply as much as Radio as to writing a letter for a news magazine or to a newspaper but in writing for Radio we must remember that we are writing for the Ear. Radio is Script is both a creative piece of work and cue control sheet for the technical team engaged in the production. Radio deals in sound. Listeners cannot see pictures or read words. When we think of Radio or Radio Programmes we think of sound and sound alone. When you are required to make a radio programme you must always remember that you are working only medium, the medium of sound. It is, therefore, nature and characteristics of sound like music, speech, sound effects and tries to make the skilful and artistic use of different kinds of sound. Before writing for Radio, one must remember a few limitations of the Radio as it is the medium of sound as well as it the mass medium, which can cover 97% geographical area easily. To start writing for radio scriptwriter must think about the following points

➢ **Radio is a mass medium:** Radio is one of the powerful media of mass communication. Radio can get one message across to a large number of people at the same time at different places. You must, always bear in mind that you are talking individually to people and not to a large gathering. Thus Radio is both personal medium and that of Mass Communication.

➢ **Radio makes sound pictures:** It is a blind medium but one can stimulate the imagination so that as soon as a voice comes out of the loudspeaker, the listeners, attempt to visualize what they hear to create in the mind's eye, the picture of the person. The radio writer or commentator chooses his words so that they create appropriate pictures in the listener's mind and by so doing he makes his subject understood and its occasion memorable.

➢ **Radio messages are heard once**: Unless the radio Programmes are given a repeat broadcast the listener has only one chance to listen to a particular message. If he misses it, it is gone. Broadcasting medium is, therefore capable of imposing strict discipline. The radio producer must recognize that unless he stores his Programmes in tape archives, his work is only short-lived for the listeners. The transitory nature of the medium also means that the listeners must not only hear the programme at the time of its broadcast but also try to understand it.

➢ **Radio message can be lost:** If a radio programme is of poor production quality or not relevant and interesting, the listener can easily switch off his radio set or tune to another radio station programme. On the contrary, television programme can catch the attention of the listeners with the help of visuals and sound both. This is the reason why a successful radio producer needs better skills and imagination so that he may be able to create pictures in the minds of the listeners through the effective use sound.

➢ **Importance of speed &timing in radio writing:** Our reading speed varies, but a rate of 160 to 180 words a minute would be normal. To give the quick act of calculating on the time a script will take, a single typed line 3 to 4 seconds and double spaced page.

The importance of content should also be the concern of the broadcaster, writing for Radio is the storage of talk. Presentation of a script over a microphone is the retrieval of that talk out of storage. The overall process should give the listener the impression that the broadcaster is talking to him rather than reading at him. It is prepared of course but it should sound spontaneous- what is often called writing for the ear. There are following points should always remember before preparing the script

➢ Decide what you want to say (Be sure –no confusion)

➢ List your points in a logical order

➢ Make the opening interesting and informative

➢ Write for the individual listener- visualize him or her as you write

➢ Speak out loud what you want to say, and then write it down

➢ Paint pictures, tell stories and appeal to all these senses

➢ Use ordinary conversational language

➢ Write in short sentences or phrases

➢ When in doubt, keep it simple- remember, the idea is to express, not impress.

4.2.3 TIPS TO WRITE GOOD RADIO SCRIPTS

UNESCO document on radio production advocated the following suggestions to ensure the

quality of radio scripts.

➢ Use words which are in everyday use and are readily understood by the majority of people.This does not mean to say that we should use only simple words to the exclusion of all others.Where it is necessary to use an unfamiliar word it should be explained or enlarged upon in a short explanatory sentence or a short parenthesis.

➢ Sentences should be kept short. But we must avoid a series of short staccato sentences which would make a speech sound jerky. Variety in sentence length makes a speech sound interesting. In general, however, the length should tend to be short rather than long. A sentence should never be longer than the number of words we can easily carry on a breath.

➢ Avoid dependent clauses and clumsy inversions. Dependent clauses and inverted clauses are quite common in the written matter but we seldom use them in normal speech. For example, we may write: 'Longing for a cold drink, as he had walked many miles that day under a hot sun, Festus walked into the first bar he came to in the village.' In radio-style the idea may be better expressed this way: 'Festus was thirsty. He had walked many miles that day and the sun had been agonizingly hot. He entered the first bar he came to in the village.'

➢ Use descriptive words where possible but use them with care. The radio listener has only words to guide him and to sketch pictures which he would otherwise see with his eyes. The use of a descriptive word helps him to see the picture. In the example above 'agonizingly hot' says more than simply 'Under a hot sun'. But descriptive words can be over-used if a script is filled with

them. Descriptive words are better than figures where it is possible to use them- (twenty-minute walk away' says more to the listener than a mile away'.

➢ Speech has rhythm and speech rhythms should be kept in mind when writing radio script. A radio script should flow with the fluency of poetry. It helps to carry the listener along and it holds his attention. Some of the best of radio dramas and radio documentaries have been written by poets who have a flair for the rhythms of language.

➢ A radio script should display an element of immediacy. Whatever the broadcast, as far as the listener is concerned, it is happening now. It is an immediate and personal experience. This should always be kept in mind when writing for radio. The choice of viewpoint from which a script is written, the choice of words, the author's approach and the enthusiasm with which he writes all have a bearing on the sense of immediacy.

WRITING AND PRESENTING RADIO NEWS

There is no specific format for radio news writing. It varies by radio stations. Generally, scripts are prepared in all caps and lines are double spaced. The scripts should have descriptions on sound cuts, speaker, kind of the cut like a wrap, voice, actuality, length etc. Nowadays, radio news writing style is akin to the normal conversational method.

It is better to write the radio news as though telling the story to a friend. But, the vocabulary should be formal though the style is conversational. A good news writer use words economically. Using as few words as possible to convey the message effectively will save the time of the listener and make the text more attractive. However, the economy of words should not compromise clarity, accuracy and objectivity.

Which tense is more suitable for radio news writing? Being a commentary on world events, the present tense is more appropriate to use. Brief sentences in the present tense will help the newsreaders and presenters deliver the content easily. It is difficult for the audience to comprehend the long, run-on complex sentences.

Clarity and flow are the two main characteristics a radio news script should have. The flow in writing may not help the anchor in delivery. So, conversational flow shall be the objective. To ensure this, after preparation of the script, the writer should read the story loud many times. If found any kind of difficulty, then word or structure can be changed to ensure flow.

Giving pronunciation guide by inserting marks of pronunciation and pause in the script itself will help the presenter deliver the news with a nice flow. In a radio script, we should use dashes for acronyms that are spelt out. BBC is to be written as B-B-C. However, in the case of acronyms which are used as such like UNICEF, AIDS, no need to use a dash. A good news writer never banks on clichés and groans as they are void of meaning. Moreover, the listeners may be distracted from the news by using cliché.

Repetition is a waste of time and will breed contempt among the audience. Do not repeat the facts already mentioned in the sound cuts used. However, hints given in lead shall serve as an introduction to what the listeners can expect in the entire news. Using the/she may confusing since the listener has no option to refer back. That's why, when referencing individuals, especially more than one, use the person by name or title. There is no need to write lengthy, detail-inclusive stories for radio as we do for the newspapers. Radio news serves to provide only the most vital facts in a story.

In radio, the listener can be instantly transported inside the head of a character and can hear those secret, private thoughts that are often better left unsaid. Radio drama has been described as 'the theatre of the mind'. The key to writing successful plays for radio is to realize that the listener can only understand what is going on by what he or she hears.

The physical environment and the appearance of the characters depend on what they say and the images created in the listener's imagination by words and sounds and/or music. How to script radio drama? First of all, the dramatist shall develop a good idea on which the entire story snowballs.

In radio drama, the first impression is the best. The beginning is everything. If the starting point can't catch the audience they will turn to another station. The very first moment itself should be very dramatic that can parachute the audience into curiosity. Structuring the story is another major task.

The radio drama is structured at a fast pace to keep the audience with changing events and turning point. Characterization is also more important. The character should be believable and recognizable and serve the purpose within the plot. They have to be intentional and it is better to start with a stereotypical character to ensure rapid recognition, then twist the stereotype.

People are hungry for entertainment. If they wanted boredom they would be filling out their tax returns instead of listening to your radio play. Make people afraid, but also excited. The main character must have the sympathy of the audience. Your

audience has to identify with your main character. If this does not happen you have created a failure. Booo! Drama = conflict = audience is dictum. There has to be an emotional, financial, human, moral, physical struggle so the listeners can laugh or cry. The art of storytelling is exploring the extreme limits of our psychological or physical existence.

A good dramatist always pitches one polarity against another to keep the audience with him. Like the beginning, the climax is also everything. The climax is the beginning of keeping the entire drama in the minds of the audience forever. It is also an invitation to the next work of the same team. It is through dialogue we engage dramatically with the world. Characters inform, argue, amuse, outrage, and argue through the ebb and flow of dialogue. When we do we talk and that is how great radio plays are made. It is mostly through dialogue that radio drama moves forward.

So, writing dialogue is the most painful, creative step in drama scripting. The ambience/atmosphere creation is also an important creative stage since it sets the emotional spirit of the play. It determines whether your listeners believe in the world that you have created. Worlds are not created by dramatic dialogue alone.

There are attitude and atmosphere. This is determined by the detail and relevant detail. It could be in a sound effect. It could be in the writing. It could be in music. It could be in everything that creates pictures in mind. No drama without emotion. Love, hate… every type of emotion is crucial to move forward the story.

Analysis of any good radio drama reveals that it is a perfect blend of tension, humour…. To stop the listener dropping off or switching off, maintain the tension always and throw in the humour. Tension, humour, tension, humour, tension humour...like the foxtrot. Make the emotional rhythm of the play dance on the listener's heart and mind. Charm and alarm, charm and alarm. But they have to be linked. Your character uses humour to react to the tension in the scene or play. Keep one character who uses humour to deal with difficult situations. Make sure the humour is verbal. Slapstick belongs to a different type of play or entertainment. Make sure you do not have characters taking it in turns to be funny. This is not stand up comedy or sitcom. Make sure that the character who uses humour has a consistent sense of humour.

4.2.4 QUALITIES OF A GREAT BROADCASTER

The broadcasting industry offers numerous opportunities for reporters, writers, producers, camera operators, editors, and more. All comprise a broadcasting team that works together to produce a news broadcast, sports show, or another programming. Some of the essential qualities of broadcasting employees need to have include:

- **Communicates Well:** Those in the broadcasting industry need to have excellent communication skills. Reporters and anchors should have top-notch speaking skills, as well as excellent writing skills. Anyone working behind the scenes in broadcasting should have excellent communications skills also, as the elements of production cannot come together without good team communication.

- **Has Good Investigative Skills:** Broadcast journalists should have sharp investigation skills to get the best information for the story at hand. Camera operators and producers should also have a strong sense of investigation to help generate story ideas, get the best shots, and also to fuel the story along.

- **Possesses a Good Personality:** Most important for those on camera, anchors and reporters should have a friendly disposition that viewers can connect with. A smiling face and a gentle tone help viewers to develop a sense of trust and rapport.

- **Has a High Technical Aptitude:** Those working backstage in broadcasting should be comfortable working with a variety of technical equipment and also stay on top of changing technologies.

- **Is Versatile:** The entire broadcasting team is often expected to complete a number of varying duties. Reporters, for instance, might be called upon to find a story, conduct interviews, shoot footage, write the story, and report the story. Everyone involved should be willing and able to perform multiple duties.

- **Is Able to Handle Pressure:** Media, by nature, is a deadline-oriented, pressure-driven environment. Everyone in the business should be able to handle pressure and meet deadlines as they are assigned.

- **Has Good Graphics and Animation Skills:** Those involved with the final product should have a solid grasp of graphic and animation skills. Promotional pieces and weather reports, as well, are usually very graphics-heavy.

- **Is a Team Player:** Dozens of elements have to work in tandem to produce a successful program, and therefore, every member of the broadcasting team must work well together and recognize that the ultimate goal is a team effort.

➢ **Is Highly Efficient:** The deadline-oriented nature of the broadcasting business warrants that all team members work quickly and efficiently. There often is little time to find a story and get it to the production floor before a scheduled broadcast, so all involved need to be sure things come together as quickly as possible.

➢ **Maintains a High Level of Accuracy:** Especially in the news media, accuracy is vital. It is important for anyone collecting and reporting information to be sure that information is true and up-to-date.

4.2.5 PRESENTING THE RADIO SCRIPT

A radio presenter or anchor's top priority is, not reading out the script as it is written, but understanding the intention of the writer. No matter, how beautiful the voice of the radio anchor is, and how rapidly and unfalteringly he reads the script, he not truly a good announcer until he can communicate the ideas and values as the writer originally conceived them. A radio script can read by the announcer, anchors, comparers, Newsreader, Radio jockey and Commentators but the basic requirement is to covey the meaning of script clearly and in conversational language. There are some different presentation techniques, which suits to the different radio presenters.

Radio Jockey: Radio Jockey is quite a popular term among youth, who presents the variety of the radio programme with no well-defined rules, A radio jockey talks to his listeners in a free-flowing style, at times unconventional, but not overstepping the boundaries of decency. A radio jockey appeals to the modern listeners as opposed to the traditional ones. It is this reason that he is liked more by the youth than other age group listeners.

Anchor: An anchor is the one to whom the programme is hinged. Anchor links the different types of Programmes being presented, by his narrations rather his oratory. He should fluent in his language with command over the words and phrases he is using. Unlike a compeer, he is not part of the programme or items that he is presenting but just links them for a better and effective presentation. A presenter of the composite programme on a stage may be called as the anchor.

News Reader: A person who reads the news is newsreader, for reading news, the reader has to possess all the qualities of the good announcer, voice, pronunciation, articulation, proper stress, intonation etc. His voice should be clear because like any other broadcast, the news is heard only once and the listener is eager to listen to all the contents of the news.

Commentators: Normally commentators give the running commentaries of sports or no sports events like Republic day parade or flag hoisting ceremony at Red Fort, New Delhi by the Prime minister and many other live programmes of national interest or public importance. A commentator has to do a lot of homework before actually undertake the task. No amount of homework can be called enough because he has a lot of time to pass on information that he has when time available, but the commentator should not give out information just because he has lots of it. This should not hamper the actual commentary of the event that is taking place. An announcer because he has a flair for taking, can become a good commentator if he fulfils other necessary qualifications.

4.3 CHECK YOUR PROGRESS

1. The key element of writings for …………is an art which can be cultivated only after proper practice and due consideration.
2. Keep It Simple and……………! Keeping it simple doesn't mean that it is elementary or trivialized.
3. Once the ………… of the sender has been established, attempts should be made at being courteous in expression.
4. According to Everett Rogers, '……………………..'refers to the uses to which communications are put to further development."
5. Before writing for Radio, one must remember its few limitations as it is the medium of …………… as well as it the mass medium, which can cover …………geographical area easily.
6. …………………are the two main characteristics a radio news script should have.

4.4 LET US SUM UP

Radio is a fast, easy media that targets everyone, from highly educated people to less knowledgeable ones. The writing must, therefore, be short, simple, in the present tense... easy to listen to and to memorize. The first rule is to properly understand what you're writing about. If you fail to do so, you will write badly. Understanding is the key to explaining, and the basis to the informal contract between a journalist and his audience. Scriptwriting is the most essential part of every broadcast industry. The crowd is turning into the communicate to realize what's going on. Every one of your contents should along these lines start with the freshest news. Not exclusively does the main sentence contain the freshest news, it should likewise grab the eye of the audience. Composing is snappy, especially toward the start of each bit of news. On

the off chance that the audience is charmed, he will keep on listening. You need to depict occasions that just barely occurred or are at present occurring. The current state is strained to utilize: it fits with the treatment of the news. News is in many cases complex. Your audience members can't rewind, they should see straight away. There are a few principles that make anybody radio reviewing to the imprint. Keep your sentences short and basic. A sentence can just convey one thought. Maintain a strategic distance from subordinate conditions: end the sentence and start another one. contents must be short, every word tallies. A news announcement is an oral exercise. The grapple peruses out the news. Murmur your content as you compose it. On the off chance that you experience difficulty perusing a word, change it: it may very well transpire once more, this time on-air. On the off chance that the outcome doesn't satisfy you, modify the content. You're composing your news alone. Take a stab at imagining yourself conversing with somebody. In the event that you compose along these lines, your crowd will feel as if you're conversing with them and will continue tuning in.

Radio interests to the ear. An elegantly composed content makes ideal mental pictures in the brain of the audience. To get this outcome, utilize illustrative composition. In order to be certain not to overlook anything about a news thing, utilize the 5 Ws. Also, to depict it, think about the five detects: news get to us through our faculties. Allow your audience members to see, contact, hear, feel and taste the news. This section additionally proposes the fundamental characteristics for a decent Radio stay, Radio racer, Scriptwriters, and other substance makers to be fruitful in this communicating industry.

4.5 KEYWORDS

Anchor intro: script read by the anchor to introduce the report.

Back announcement (or B/A): script read by the anchor after a report is played out.

Intro/headline sentence: the beginning of a report.

Copy – Content or written material for commercials, promotional or public service announcements, or any other worded information that will be read by a DJ.

Copywriter – Individual who scripts and writes radio and TV commercials.

Credits – The people involved in the actual program, everyone including back stagehands.

Reader/Voicer: script of news stories with no actuality, read on air

Actuality: recorded interview extract

Package (wrap): the recorded report that includes both the journalist's voice and an actuality

Running-order sheet: a document redacted by the anchor that helps the engineer with the broadcast

Narrator – The individual who announces during the course of a broadcast program.

Wire services – News and press release distribution services.

Radio Drama: Radio drama (or audio drama, audio play, radio play, radio theatre, or audio theatre) is a dramatized, purely acoustic performance. ... Radio drama includes plays specifically written for radio, docudrama, dramatized works of fiction, as well as plays originally written for the theatre, including musical theatre and opera.

4.6 SELF-ASSESSMENT TEST

1. Suggest any ten good tips radio writing.
2. Qualities of a Great Broadcaster and writer
3. How to present a radio script?
4. Which things are kept in mind while writing and presenting radio news?

4.7 FEEDBACK TO CHECK YOUR POGRESS QUESTIONS

1. Radio and Television
2. Straightforward
3. Credibility
4. Development communication
5. Sound, 97%
6. Clarity and flow

4.8 REFERENCE SUGGESTED READINGS

➢ Lekhankala by Dr. Abid
➢ Radio Programme Production by M. Neelamalar
➢ www.allindiaradio.org/
➢ www.bbc.co.uk/writersroom/

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO.: 5	VETTER: PROF. HARISH ARYA
RECORDING AND EDITING FOR RADIO	

STRUCTURE

The lesson shall provide detail information about audio recording & editing for radio program. The lesson structure shall be as follows:

5.0 INTRODUCTION

Today everybody can potentially make an audio piece, so long as you have some basic equipment and a little background knowledge. There are many different kinds of audio pieces, ranging from in-studio discussions, talk shows, and phone-in to field recordings of events such as covering rallies. Other popular formats are documentaries or features that combine various recordings such as interviews, background sounds, music, and narration. All these types of programming can now also be distributed as podcasts that are downloadable audio feeds that listeners can subscribe to online. When someone listens to your program, they are engaging with the content intimately as it is just you and them. Radio or audio has the power to be private and public; intimate and broad-based. It can reach large numbers of people

who may not otherwise be exposed to your message and provide them with compelling and personal details. Today technology makes it easier not only to record and edit audio but also distribute it throughout the world using new technologies like blogs and podcasts. To know the recording & editing process of radio programs we have to know about radio production formats, program production stages, recording and editing equipment, and recording and editing techniques, etc ., which are discussed in this chapter in detail.

5.1 LEARNING OBJECTIVES

After reading his lesson you will be able to know:-

> ➢ Different radio presentation styles or formats.
> ➢ Audio recording process in radio
> ➢ Recording techniques and audio editing.

5.2 RADIO PRODUCTION FORMATS

Here we shall discuss a few different varieties of radio production formats:

LIVE AND RECORDED PROGRAMS

> ➢ **Live programs** are those in which the program is broadcasted directly through the transmitter to the audience without making any kind of change, such programs are challenging because there is no scope for editing, there is no place for mistake because it does not get another chance. However, live production is cheaper than recorded production techniques and sometimes easier and quicker.

> ➢ **Recorded productions** allow supervision and control over quality. In this method, the first recording of programs is done. Editing and postproduction are done at a later time. This is an attempt at enhancement to further refine production value and quality while recording. This can also combine with the live production method. Portions or segments of the program can be recorded, edited and processed in advance and incorporated into a studio production using live talent.

STUDIO OR FIELD-BASED PROGRAMS (OUTSIDE ON LOCATION)

> ➢ **Studio program:** Programmes can be produced within the controlled environment of an indoor studio. Studio recording is usually done with layers, and retakes, so if your voice isn't just right you get to try again!

> ➢ **Field-based recording and Outside broadcasting (OB):** When recording outside the studio for a program in a related field, it is called field recording. Field recording requires separate equipment that can be easily moved from one place to another. Many times the program is edited and broadcasted in the field itself. For

this, an outdoor broadcasting van is used which has a small production control room transmitter and other facilities. OB is the electronic field production (EFP) of television or radio programs (typically to cover television news and sports television events) from a mobile remote broadcast television studio. Professional video camera and microphone signals come into the OB van for processing, recording and possibly transmission. Some outside broadcasts use a mobile production control room (PCR) inside an OB van. A combination of studio and remote production is also possible. Most newscasts combine anchors in the studio with reporters in the field. The anchor introduces a story from the studio and the reporter provides the details from the field.

OTHER PRODUCTION FORMATS

Audio production can be carried out in many ways depending on the types and sources of programs. Local live production employs station's announcers or newscasters locally and plays records and tapes, which they own. Live-assist production is one way where stations retain local announcers and disc jockeys as the backbone of the program and use syndicated programming, such as reels of taped (pre-recorded) music and satellite-delivered music services.

➤ **Semi automation:** In semi automation production a local radio station relies on the services of the syndicated program producer. The music is typically played on large tape machines. When a breakpoint for a program announcement is reached, smaller cartridge tape machines are triggered to play by a sub-audible cue tone on the master tape.

➤ **Automation:** Automation refers to fully automated radio stations, which consists largely of a satellite dish and a control board. The satellite disk downlinks radio programs. The services may also be localized such that new information is telephoned to the program producer in time for the announcer's many miles away to prepare the inserts.

5.2.1 RADIO PROGRAMME PRODUCTION STAGES

Now let us learn about the different stages of radio program production. Whatever we do, there has to be a clear plan. In the case of radio production also, there is a well-accepted process of production which is carried out in three stages.

a) Pre-production

b) Production

c) Post-production

a) PRE-PRODUCTION

As the title suggests, this is the first stage before the actual production. In this process following steps are involved:

i) An idea is born: This phase includes how a program is born as an idea and its conceptualization. The topic or subject matter is decided. Creating great audio is not only about sound levels. Planning what you want to produce is the first vital step, and you should revisit your plan throughout the process of making the audio, to make sure that you are still working towards what you had planned. Your plan should answer the following questions: Who is this for? and What is it trying to achieve? Identify your audience. What is the key message? What do you want listeners to learn/feel/do? What are the barriers to this audience hearing this message?

ii) Plan of action: After the topic is decided, a plan of action is worked out. Here the format of the program is determined i.e whether the program is a talk, discussion, interview, drama, documentary, etc. Once that is clear, the right person for writing the script and the performers are decided. The plan of action would also determine the equipment for outside recordings that are required. The time and venue of the recording are also worked out.

iii) Script: The script is examined to make it suitable for broadcast. It is examined according to the principles of writing for radio or in other words 'for the ear'. We will discuss this in detail in the next section.

iv) Paperwork: If people who are not working in the radio station are involved in writing or providing a voice for the programs, they have to be invited with an agreement to accept the job or assignment. This type of agreement is referred to as a contract. Similarly, permission is often

required to interview certain people if the program is based on such interviews. Therefore, as you can see, there is a lot of paperwork at the pre-production stage.

vi) Proposal /Synopsis: This is for presentations of your plan to get approval or financial support from authority or producers it includes title of program, format, duration, target audience, equipment & other requirements, treatments (special input for uniqueness), and budget with covering letter.

v) Rehearsing the voices of speakers is also part of the pre-production stage.

b) PRODUCTION

Production in radio programming is recording the sound. It may take indoor or outdoor. They are called studio production and field production respectively. While recording sound the producer shall ensure the quality of sound, perfection of recording and reduction of noise or interruptions. On a production site, the arrangements are made to ensure high-quality recording using good devices. Microphones, recorder units, recording media, power supply, headphones, etc. are some of the devices we use in field recording. In-studio, all these devices would be readily available.

c) POST-PRODUCTION

Once the recording process is over, we will have a completed set of audio recording and source materials including archival materials and sound effects and a field log sheet. Field log sheet details the audio recorded on each cassette/memory card/disk used for recording. The first stage in post-production is to carefully listen to the recorded sound and select the portions which the producer would like to include in the final program. It is recommended to record as much material as possible to choose from, to make the final selection easier and program more creative. The process of selecting and listing materials required for the final program is called logging. It is based on the log that we cut and separate the sound bites for final editing.

Editing is the process of arranging the selected portion of the recorded sound logically and creatively to form the final program. During the editing phase, we include sound effects on the final product. Editing is performed based on the final script prepared using the outline script and observation notes.

Transmission

Transmission, which is otherwise called broadcast, is nothing but putting the program 'on-air'. It is to send the final programs' sounds after combining with radio waves through an antenna that allows the signal to reach the radio sets with the audience.

Feedback

Feedback is to learn the response of the audience towards the program aired. There are various ways to get feedback from the listeners. The audience survey is one way of getting a response from members of the audience. For that, some radio stations send their representatives to the society with questionnaires to collect the response. This is normally done by the Audience Research Wing of the stations. Unlike this, most often, keen listeners send their opinions back to the stations through letters or emails. Many stations put interactive options like email addresses, phone numbers,

rating systems, polls and the like on their websites to collect feedback. Feedback helps the stations to refine the programs to make them more attractive and reaching.

5.2.2 RECORDING EQUIPMENT

The simplest setup for recording sound would be a microphone, cable/lead, and a sound recorder. Connect the microphone via cable to the recorder. Of course, there is a lot more to it, and professional recording sessions are much more complicated. But the basic principles stay the same.

Let's have a quick look at the basic components of the setup
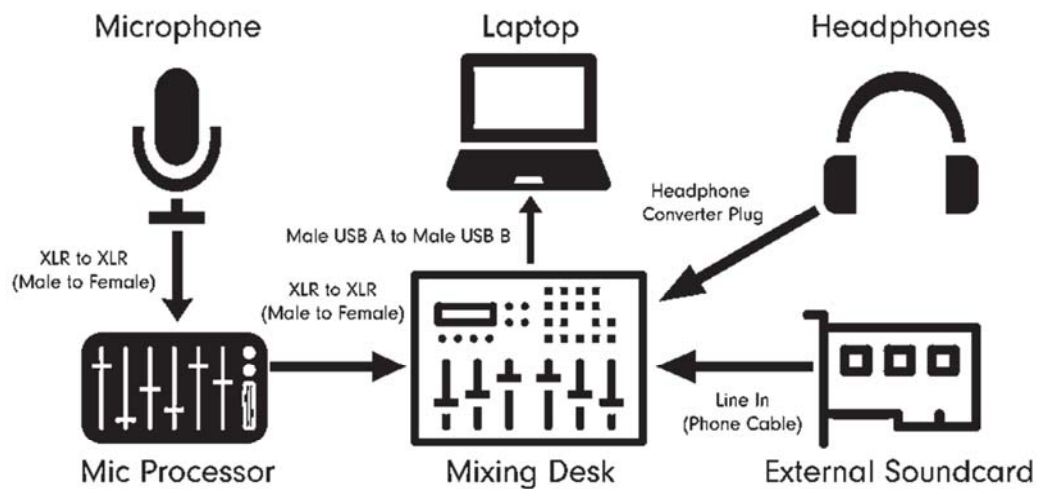
STUDIO SETUP

A radio studio is a place to live broadcast or record audio professionally. Often it's a soundproofed room that gets rid of unwanted noises that would often get mixed into broadcasts. However, studios vary depending on location and use,

1. Basic Radio Studio

A basic radio studio may not have all the bells and whistles of a professional studio, but it does have everything you need to broadcast online.

2. Advanced Radio Studio

Radio studios evolve over time. First start off simple and cheap, then add and upgrade as you grow.

3. Professional Radio Studio

In order to have the best radio studio, you need the best setup.

Audio Console/Mixer

At the heart of any studio is the audio console (sometimes called a radio panel, sound panel, or sound desk). This is the interface the radio announcer (or panel operator) uses to control what's heard on air. Every channel represents one "input". The fader (slider) attenuates or amplifies the incoming signal.

Radio Audio Consoles are very different from a regular PA or Live Sound audio console and are often more expensive than PA audio consoles as they are purpose-built for on-air talent ease of use. When you turn a microphone on or off, a radio console will mute any speakers and illuminate an "on-air" light. When you turn a CD Player, Phone or Computer channel on, often it will "trigger" that input so it starts playing immediately.

In the recording process, a mixer or console is simply a device that routes signal inputs. This can be analog or digital but the majority is analog. Generally, a mixer is used for live sound reinforcement in order for the engineer to be able to shape the sound and prevent feedback-often in a quick moment. The reason most interfaces are not mixers is simply one doesn't need mixing functions to track individual mic's or guitars so that extra circuitry is superfluous. colloquially desk, console, board, mixer, (& probably a half dozen other terms) can be used interchangeably

Microphone

A Microphone, also called mic or mike is an acoustic to electric transducer or sensor that converts sound into an electrical signal. In 1876, Emile Berliner invented the first microphone used as a telephone voice transmitter. The microphone is used in many applications such as telephones, tape recorders, hearing aids, motion picture production, life and recorded audio engineering, in radio and television broadcasting and in the computer for live recording voice. The studio microphones might be the second most important equipment in a radio station after the transmitter. Microphones need to sound good, be easy to use, and perform reliably under constant use. Microphones can be categories in three types: internal structure, pick -up pattern and according to use.

According to the internal structure, there are three types of microphone coil or dynamic mic, ribbon mic, carbon mic and condenser mic, dynamic and condenser microphones are most commonly used in the audio industry. According to the pick-up, pattern microphones can be either directional or Omni-directional. Directional microphones, also called cardioid microphones, only pick up sound waves from one direction, and as a result pick up less ambient noise (equipment hum, paper-shuffling, etc). Omni-directional microphones pick up sound from all directions and are therefore useful for speakers who don't have experience using microphones or will be moving a lot while talking. and there is also a Bi-directional microphone that can pick-up sound from two sides and it is used mostly in duet singing. When talking about using there are many types like stand mic, foot mic, hanging mic (theatrical performance) lapel or collar mic,wireless, handheld mic, etc. Broadcast microphones are designed a little differently to PA (public announcement) microphones, as issues such as feedback (the squealing sound that can come through speakers) isn't an issue in a studio. Experienced audio announcers will often have a favorite microphone. Common microphones include ElectroVoie RE20, Sennheiser MD421, and Rode Broadcaster.

Sound Recorder

The subject of sound recorders is wide as the sea but just try to think about it for a second. Anything that can capture a sound is a sound recorder. A mobile phone is the most common one; a simple stereo recorder like Zoom H4N can be handy too. At the professional end, there are a lot of different kinds of sound recorders.

Small, portable ones we use for interviews. The medium we can use for recording dialogue on a movie set. Recorders from sound devices have a good opinion.

For a beginner, a simple, direct USB microphone will do but even a basic setup through an audio interface will always get you a superior quality.

Audio cables and connectors

Audio cables and connectors are the necessary things to connect up all recording gear and interface. These can be analog audio cables (XLR, TS, TRS, TRRS, BNC, optical and RCA) and digital audio cables (MIDI, ,USB and Thunderbolt cables).

Computers

There are a number of uses for computers in the studio, and the requirements for a computer will depend on its intended use like recording, editing, storage, internet access, streaming, automation. Be sure to check the hardware requirements of the software you want to use before purchasing a computer.

Studio Monitor Speakers

Studio Monitor Speakers provide an easy way to hear what's going to air and out-put of recoding, without headphones. Often, these are very high-quality speakers so any abnormalities in sound quality can be detected.

A separate speaker is often provided for the announcer to hear all audio that isn't going to air, such as the preview output from your audio console or the feed from your audio editor.

Studio Monitor Speakers are automatically muted whenever a microphone is turned on. As a result, anyone in a studio needs headphones to hear what is going to air. Headphone selection is often a very personal decision based on your preferences in comfort and frequency response.

OTHER REQUIREMENTS FOR STUDIO

Studio light

How do you know a mic in the studio is live? Or recording session is going on? There's light especially for that! This light is automatically turned on/off by the audio console whenever a microphone channel is turned on. Usually, you'd have at least one light inside the studio, and one outside

Microphones Arm

Studio microphones are often mounted on a special arm that keeps the microphone at the correct height. These arms often extend over the audio console, computer monitors, and other equipment leaving plenty of table space free for equipment and paper.

Automation systems

The computer system that plays back music, spots (ads, promos, etc.) and sweepers (the little voice-overs played between songs) is called a Play out System or Automation Software. These are specially designed computer programs that allow for continuous playback of audio, with a lot of granular control for Announcers and Program Directors.

At the heart of any Automation System is the "log". This is a sequential list of all audio files and commands that need to be played at certain times. All music played on a commercial radio station will be pre-programmed by the Music Director and loaded into the log. A separate person will often load all advertisements into the same log. Most automation systems also contain a music database, hotkeys (to play ad-hoc audio), an audio editor, segue editor (to change the mix between different elements), interfaces for website and RDS data, and a lot more.

Level Meters

To ensure the output of a station is somewhat consistent, radio studios contain different Level Meters. These allow the announcer or panel operator to see if their audio is too loud or too quiet at any given time. Often, you'll have multiple meters showing the levels at different points in the signal chain. Some radio stations also provide phase meters alongside level meters. This helps you detect mono content, and spot any problems in the source material that is likely to cause issues with the stereo image.

GPIO

Sometimes you need to control settings not available from the audio console itself. This is why many consoles can have at least one row of configurable buttons. These can be physically wired to other equipment (in analog audio consoles), or configured

via software (in digital audio consoles). These buttons will often control studio delegation (which studio goes to air), phone systems, automation systems, or even remote triggering for networked radio stations.

P.S. GPIO stands for General Purpose Input/output.

Phone (Console) Talkback

If you want to take a lot of calls on the air, you're going to need a Phone Talkback/Talk show System. This is a software program or physical controller that shows you every call coming in on each line and allows you to send this caller to a specific studio or audio channel. Most systems allow you to track callers (a phone book with history), chat between the studio and producers and "conference" multiple callers together. The talkback system often doesn't connect directly to a phone system, but instead interfaces to a PABX and/or Phone Hybrid.

How do you communicate easily between studios? An intercom system.

Sometimes an audio console will have a built-in talkback system, and other times it'll be built into the phone system.

Audio recording & editing software

There is plenty of software used for recording & editing such as Nuendo, sound forge, Adobe audition, wave lab, Pro tools, audacity RCS sound and fishes, ct. They support single & multitrack recording and editing .during multi-track editing, multiple sources are taken in the individual track so that they can be processed individually, and they can be processed and manipulated separately to produce the desired result .there are built-in effects, which make the job of audio engineer easier.

5.2.3 RECORDING TECHNIQUES

Techniques of recording audio are an art in itself. There is a choice of correct microphone, the placement of the microphone, recording levels and setting. These are only a few variables that a good sound engineer has to take into consideration. It is important to research the techniques that someone else used for the recording that you want to do.

Using an unusual placement or setup can lead to unexpected and often exciting results. For example using a 'trash mic.' Every recording requires a different approach. It is important to have an open mind but also good knowledge of basic procedures.

COMMON RULES

Like in everything experimenting and learning from mistakes is a great thing. But there are a few standard rules that you should apply if you want your recording to sound awesome.

1. **Be careful when choosing the microphone**– it can mean a great difference to the general sound of your recording.

2. **Use intelligent microphone placement** -remember the last time when you had to raise the volume to the maximum to listen? Or maybe you had to turn it right down?

3. **Know your set up**– microphone, cable, and recorder. Using USB microphones is fine but even with the most basic audio interface connected to your computer, the results will be much better.

And it is also very important to know where you are recording? In-studio or filled, make arrangements accordingly.

4. **Know your volumes** – a quiet recording will result in a noisy recording. Turn the volume up, but record too loud and the distortion will ruin your work.

5. **Always record more than you need** – you will have more options to choose and also a backup if something happens to the original recording.

6. **Do a test and listen back to it**– going back to the placement and choice of the equipment. It is always better to get it right at the beginning rather than trying to correct it later on.

7. **Know your basics**– audio recording can be a complicated subject. The basic knowledge of recording, compression, and equilibrium will make a big difference to your final project.

8. **Have fun!**- Experiment and have fun with the process. The more you learn hands-on, the better your projects will sound in the future. It doesn't matter if you are working on your Internet video channel, making a family holiday video or recording an interview at work. Follow these simple rules and each one of your productions will be better in the end. Next time when you watch something, focus on listening. Not only on music but also on dialogue and ambiance.

COMMON MISTAKES IN AUDIO

Here are a few common mistakes to avoid.

Straying from your plan: getting lost and creating something very different from what you planned can be a common problem in creating audio because there are many factors that are not always under your control. For example, an interviewee may not

be saying exactly what you expect them to say, or they may be less articulate than you hoped, or background sound may have been a problem.

Not going with your gut instinct Go with your gut: If it sounded good to you first time then it will sound good to your listener. It's a common mistake to ignore these feelings when you feel you need to include more content or topics. But if it does not sound right you should not use it. If you need to, use narration rather than trying to stretch or mix up sounds that do not work. 'If in doubt, leave it out' is an old saying in radio broadcasting that every new producer is taught.

Producing earnest but boring content: A common mistake is to make earnest, dull audio pieces, especially if the issue in focus is particularly serious. Just because the topic is serious does not mean the audio piece needs to be dull. Use music, sound effects, and actuality (background sound) to spice it up. Un-attributed clips of comments by people on the street called "vox-pops" are popular in broadcasting and can give any piece of color and diversity.

Audio editing: No discussion revolving around the question, "What is audio editing?" would be complete without the mention of audio editing as a way to make music. Indeed, musicians will record a song as composite parts (i.e. vocals, guitar, strings, drums, etc.) and then take all that audio information and place it in a DAW. From there, they can add all kinds of effects including reverb, equalization, bass boosts, cross-fades, and much more. This is what we might refer to as "post-production." Intrinsic too many DAWs are the ability to shift the tone of a piece of music. Each section of the music is 100% editable. Everything from tempo and pitch to the actual score of the music can be manipulated.

In reality, audio editing is a lot like editing a written document. Things are deleted, replaced, cut, copied, and pasted just like they would be in an essay or a novel. Only, instead of manipulating words, you are manipulating sounds. So, the answer to the question, "What is audio editing?" is that it is a way to edit, shorten, or otherwise shift a piece of music or spoken audio to make it ideal for either listening or viewing pleasure. With the advent of new technologies in audio editing, editing over the years has become more accurate and easier. Software and hardware programs are designed specifically to help editor's piece together music or audio pieces. These programs are generally referred to as digital audio workstations (DAWs). It is also called non-linear editing. In the era of tape recording, the analog process was used for editing which is a known splice edit, dub edit.

If you hear recorded music in almost any medium, be it television, radio, internet or your iPod, then it's likely that it has seen some form of audio editing. It's not an easy process, and requires years of technical training not only in software and hardware but also requires a trained ear and a thorough grasp of psychoacoustics and musical theory.

Sound Editing and Mixing: Sound editing, design, and mixing comprise a series of activities that are geared toward polishing the audio of your program to enhance the final presentation. Never underestimate the power of a good mix. Audiences may forgive problems with a program's picture, but they'll never forgive poor audio. To clarify, audio post-production involves the following tasks:

SOME GENERAL APPLICATION OF AUDIO EDITING ARE:

1. Remove breaths, cough, the ringing of the phone or any other unwanted interference.

2. Remove repeated dialogues.

3. Add music intro/output.

4. Stretch/shorten audio and sound effects according to the length of the visual.

5. Splice together audio recorded at different settings

6. Sync up different musical instruments so that they all sound on the beat.

7. Loop, slice and edit beats.

SOUND EDITING AND MIXING

1. Dialogue editing: Editing dialogue involves fine-tuning lines spoken by actors and other onscreen speakers and fixing bad pronunciation, stumbled words, and other slight defects of speech.

2. Automated dialogue replacement (ADR, looping, or dubbing): This is the process of completely rerecording lines that were originally recorded in unsalvageable situations. For example, if there was an off-camera cement mixer in a critical location that filled the audio with noise that can't be filtered out, you can simply rerecord the dialogue later.

3. Voiceover recording: This involves pristinely recording narration in such a way as to best capture the qualities of a speaker's voice.

4. Sound design: This is the process of enhancing the original audio with additional sound effects and filters, such as adding a car crash or door slam sound effects to a

scene to replace sound that was too difficult or unimpressive to record cleanly in the field.

5. Foley recording and editing: This is the process of recording and editing custom sound effects that are heavily synchronized to picture, such as footsteps on different surfaces, clothes rustling fight sounds, and the handling of various noisy objects.

6. **Music editing:** Whether you're using prerecorded tracks or custom-composed music, the audio needs to be edited into and synchronized to events in your program, which is the music editor's job.

7. **Mixing:** This is the process of finely adjusting the levels, stereo (or surround) panning, equalization, and dynamics of all the tracks in a program to keep the audience's attention on important audio cues and dialogue and to make the other sound effects, ambiance, and music tracks blend together in a seamless and harmonious whole.

ESSENTIAL AUDIO EDITING TIPS

It's not enough with having great music and sound effects. Distortion, rugged volume levels, reverb, background noise, and other flaws are distracting, annoying even. Imperfect transitions and weird feeling fade-outs affect the way the audience recognizes and react to sound. And this is not always easily done, especially if the sound is not your area of expertise.

How can you edit and improve your video's audio track if you're not an expert sound editor?

The following steps provide the simple steps as below:

1. **Good Sound Editing Begins With Good Recording:**

Make sure to use a recording device you are familiar with. Include about a second of silence both before and after recording a sound. This will help with mixing later on. Record close to the source of the sound with a directional mic for best results.

2**. Use Trusted, Intuitive Software:**

Free software for simple audio editing projects is out there. Many computers also come with audio editing software pre-installed. If you have a Mac, look for a program called Garage Band. If you're using a video editing program, you can usually edit audio within that program, too.

3. **Always Dissolve or Fade New Tracks:**

A new sound appearing out of nowhere is very jarring for the listener. Even a short fade-in can make it seem like the sound is entering more naturally. Use dissolves when one sound is leaving at the same time another is entering.

4. **Don't Forget Room Tone and Background Noise:**

If you are creating an audio track for a scene, it won't sound natural unless you include a recording from the space that the scene is taking place. It may seem silly to record what seems like silence in an empty space, but it is absolutely essential for setting a scene.

5. **Apply Filters/Effects As Needed:**

In general, you should only add an effect to a sound when there is a clear source for the effect; otherwise, it may come off as cheesy or disorienting. For example, if a character is walking through a tunnel, you can add reverb to the footsteps. You can also add filters to recorded voices to differentiate voice-over narration or a voice on the phone from the regular dialogue.

6. **Use Sound Databases for Royalty-Free Clips and Music:**

Online resources like Story blocks Audio are great places to find high-quality sounds that you aren't able to record yourself. Just subscribe and download all the sounds you could ever need!

7. **Copy/Paste:**

The beauty of doing things in the digital domain is that you can copy and paste parts to other sections in the song. Say your singer has a cold and his voice breaks after the first chorus, or you want to copy a guitar part to another place in the chorus. Maybe you can fly the chorus vocal into the intro parts to create a completely new arrangement. It's very easy and quick to try out new arrangements by copying and pasting like this.

8. **Use Mutes:**

By cutting up regions into their respective intro, verse, chorus parts, etc. you can create dynamics and anticipation throughout the songs. Say you have a lonely vocal in the first verse, a doubled one in the chorus and then various harmonizations for the rest of the track. By muting some vocals and then introducing them sporadically you can create a type of suspense.

5.3 CHECK YOUR PROGRESS

1. To download audio feeds and subscribe online content is called…………….
2. ……………. is the electronic field production (EFP) of television or radio programs from a mobile remote broadcast television studio.
3. Audio console is also called…………………….
4. In the recording process, a ………………..is simply a device that routes signal inputs.
5. In 1876…………….. invented the first microphone used as a telephone voice transmitter.

5.4 LET US SUM UP

➢ The radio program is the one that is prepared with a package of music, voice, effects, and sometimes with the title song. There are jingles, promos, etc. recorded for the promotional activity of a program. Having stock characters for the promotion of the program has become a trend in radio. The stock characters carry an identity through their character /dialect. The editing process in radio involves correction of mistakes as well as checking whether the entire content is in order.

➢ The recording of a program may not be in order as the source or person for recording may be available in different locations therefore, to bring a sequence of the program as planned; editing is done. In the present situation, there are digital handy recorders used to record various source of the program (eg. interviews, vox pop, etc.), they may contain errors and noises which are removed by editing through various audio editing softwares and the editing process is made very simple at present.

➢ The existing editing system in radio is called the non-linear editing. The uses of the computer have made the process of editing quite simple and quicker. In non-linear recording, multiple sources can be included in different audio channels, so that there are separate discrete tracks for a single program. There is plenty of software used for editing such as Nuendo, Sound Forge, Adobe Audition, WaveLab, Pro tools, etc. whichever is the software used, the compatibility of the software has to be checked with sound care and the operating system on editing computers. It is the sound card that inputs, manipulate and also output the sound. Each operating system has certain specific feature that may or may not permit the added software. Hence the compatibility of the editing software with these two is very essential.

> When all the voice and instrument in a recording or individually recorded on distinct tracks, then the artist is able to retain complete control over the final sculpting of the song, during the mix down process. Mix down is the final stage where all the individual tracks are combined and brought to a single track for the desired output of the recordings. Therefore, the final furnished output is obtained.

5.5 KEYWORDS

Actives: Listeners who call radio stations to make requests and comments or in response to

contests and promotions.

Automation: Equipment system designed to play prepackaged programming.

Bandwidth: The difference between the limiting frequencies of a continuous frequency band,

Typically measured in kilohertz. May be considered the amount in kilohertz required for a single

communication channel.

Bridge: Sound used between program elements.

Control point: The physical location from which a radio station's functions (setting frequency,

turning the station off and on, etc.) are controlled.

Cue: Signal for the start of action; prepare for airing.

Day parts: Periods or segments of broadcast day: 6-10a.m., 10a.m. - 3p.m., 3- 7p.m.

Dead air: Silence where sound usually should be; absence of programming.

Fade: To slowly lower or raise the volume level.

Off-mic: Speech outside the normal range of the microphone.

Omni-directional pickup pattern: Microphone pickup pattern that picks up sound equally well

from all directions.

Passives: Listeners who do

fees and terms.

Rating: Measurement of the total available audience.

Reach: Measurement of how many different members of an audience will be exposed to a

message.

Satellite: Orbiting device for relaying audio from one earth station to another; DBS, Comsat, Satcom.

SFX: Abbreviation for sound effects.

Syndication: Programs sent to a network of users.

Syndicator: Producer of purchasable program material.

Talent: Radio performer; announcer, deejay, newscaster.

Talk: Conversation and interview radio format.

5.6 SELF-ASSESSMENT TEST

1. Name the different stages of radio production. List one activity in each of the stages.

2. The spoken word on the radio has certain characteristics. List at least three of them.

3. Describe the qualities or skills required to be a radio producer?

4. Write short notes on the following:

i) Microphones

ii) Sound Effects

iii) Music

5. Explain the different stages of radio production.

5.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

1. Podcasting
2. Outside broadcasting (OB)
3. Sound panel
4. Mixer or Console
5. Emile Berliner

5.8 REFERENCE/SUGGESTED READINGS

1. Programming for TV, Radio & The Internet, Second Edition: Strategy, Development & Evaluation: Lynne Gross, Brian Gross, and Philippe Perebinossoff

2. Media Programming: Strategies and Practices: Susan Tyler Eastman and Douglas A. Ferguson

3. Lekhan Kala by Dr. Abid

4. Radio Programme Production by M. Neelamalar

5. w.w.w.allindiaradio.org/

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABHISEK GOEL
LESSON NO.: 6	VETTER: PROF. HARISH ARYA
TELEVISION AS MASS MEDIA	

STRUCTURE

6.0   INTRODUCTION

In this lesson, we shall discuss about Television as Mass media. First of all, we shall have close look at the characteristics of television as a medium. After that, we shall discuss the strength and weakness of Television. Next, we shall highlight the basics of television writing. After that, we shall focus on history and evolution of television. Next, we shall discuss the role and reach of television. Finally, we shall peep into the future of television.

6.1 LEARNING OBJECTIVES

    The objectives of this chapter are as follows:

       ➢   To learn about television as means of mass media.

➢ To comprehend the characteristics of television.
➢ To understand the merits and demerits of television as means of mass communication.
➢ To trace the evolution and history of television in India.
➢ To gain knowledge about the role of television in society.
➢ To explore the reach of television in India.
➢ To study about the future trends of television industry.

6.2 TELEVISION

Television plays a vital role in people's day to day lives. It is one of the important sources of mass media which has the capacity to reach the enormous number of people in the shortest possible time. It can bring the entire world to our doorsteps within a second. This mass medium has made dissemination of news, information and entertainment possible on a scale unprecedented in human society. It is undoubtedly one of the most versatile audio – visual aids ever developed.

Television has more flexibility and mobility in its coverage due to the audio – visual presentation. Due to this reason, it has become a family medium. It can show what happened and how. It can show landing of man on mars, the functioning of heart or division of cell through animation. Above all, it provides entertainment also. In short, the small screen has turned out to be large enough to compress country's vast cultural diversity within itself.

Television is one of the most sophisticated and persuasive means of mass communication media. It serves the people by circulating the information in the areas of agriculture, national integration, health and hygiene, entertainment programs and commercials etc. It is an ideal medium which attracts audiences of all age groups whether literate or illiterate. The boom in the television industry has not only affected urban masses but the rural masses are also fascinated with this media. As an instrumental device, it is being used in variety of ways such as – for direct teaching, for supplementing formal education, for developing psychomotor skills, for adult education and for diffusion of agricultural know-hows etc. It is capable of influencing people living in remote areas. Hence, television has emerged as a powerful mass medium because of its large population scattered in culturally diverse and remote areas.

6.2.1 CHARACTERISTICS OF TELEVISION

The characteristics of television are as follows:

➢ **Audio – Visual Medium:** Television content includes both sound and visuals. A TV broadcast is conceived, produced and received in audio-visual terms. This audio – video character of television makes it a magic medium which allows us to watch the world from our drawing rooms. It also makes the television images more memorable because eyes absorb and retain much more than the ear.

➢ **Domestic Medium:** Television is generally regarded as a domestic medium. It provides entertainment and information inside our homes and has become an integral part of our everyday lives. Our family makes it a point to watch their favorite serial at a particular time and adjust the dinner timings accordingly. The domestic nature of television makes it an intimate medium. The viewer's experience a sense of closeness to the Television.

➢ **Live Medium:** The important characteristic of television is that it is capable of being a live medium. The live nature of television allows it to transmit visuals and information almost instantly. This capacity of the medium makes it ideal for transmitting live visuals of news and sports events which happen thousands of miles away.

➢ **Mass Medium:** A large number of people who cannot read or write can watch television. Anyone can access the information shown on television. This make it an ideal medium to transmit messages to a large audience. In a country like India, with a huge illiterate population, this characteristic of television makes it an ideal instrument for transmitting social messages. In short, it is truly a mass medium.

➢ **A Transitory Medium:** Television programs are to be watched while they are telecast. It is practically impossible to record every program which appears on our television screen. In other words, television has no archival facility. Therefore, television is generally identified as a transitory medium.

➢ **Expensive Medium:** There is need of machinery and expertise to run a television station. We can write articles and stories and draw our own pictures. For this, all we need will be paper, pen, drawing instruments and time. But a television program can never be made so easily. It requires lots of money, machinery and experienced people. Television, in particular, involves complex technology and organization.

➢ **Conglomeration of other media**: Television has conglomeration of several features of other media. It has borrowed movement from the stage, camera from the film and microphone from the radio and all these are integrated into one whole i.e. Television.

➢ **Wide Reach:** Television has a very wide range and reach. It is a supreme medium of mass communication which has turned world into a global village. It has widened

the mental horizon of men by humanizing knowledge and making them feel as if they are citizens of the world.

➢ **Glamorous Medium:** The Television is a medium which shows glittering personalities, fashion shows, rich and famous people etc. which adds to its glamour. Because of this, television has been called the 'magic box' which fascinates the millions.

➢ **Democratic Medium:** Television is a democratic medium as it is available to all the people. It democratizes information, education and literature etc. by catering to needs of all sections of society. Most of the television programs are for the common man.

➢ **Medium of Advertisement:** Television is a great salesman of modern times. The businessman sells his products and services through television and it allows him to reach out to a vast number of potential and actual customers.

➢ **Immediate Medium:** Television is a supreme reporter which captures the events immediately as they happen. The visuals of any disaster in any country can reach our television sets in almost no time.

➢ **High Credibility:** Television news isn't just a newspaper with bonus video. The sound bites (a recorded comment from a news source, usually audio and video) of eye witnesses and people affected by an event from the spot of the event in television news, makes it highly credible.

6.2.2 STRENGTH AND WEAKNESS OF TELEVISION

Television has its own unique features which isolates it from other medium. It is endowed with several strengths and weaknesses.

Following are the strengths of television:

a. Television is an ideal medium to transmit messages to a large audience. It has a wide output, range and reach. It is a mass medium.

b. As a major news source, it is widely seen and accepted.

c. Television helps us to learn more about the world and things happening around us through relay of news, geography and other TV channels.

d. Television, being a visual medium, presents information in an effective manner. It makes things easily memorable.

e. It is one of the great tools for entertainment as it showcases movies, reality shows and serials etc. It also helps in removing the depression of mentally suffering patients.

f. It is one of the ways to relax and pass the time while one is at home or going for journey.

g. It increases the popularity of Sports and other games among people.

h. It has also become luxury tool due to availability of costly LCD, Plasma and LED TVs.

i. Television is used by government agencies to relay vital information related to disaster, weather forecasts and demonetization etc.

j. Television helps in spreading awareness among people regarding health, environment and social issues because TV sets are available in both rural as well as urban areas almost in each and every household.

k. Television also serves the educational purpose. The Public Broadcasting Service (PBS) is a great example of this type of educational programming.

l. The flexibility in television programs give us ample time to go with our daily lives. Television shows and news programs coming in for 3o minutes or for an hour can easily fit in our routine lives before bed, after work or on a lazy weekend.

m. Television is a great way to feed the creativity of people. It also inspires the people who are interested in getting into television industry in the future.

n. Television is a primary source of entertainment for kids. The sound and colorful images on the screen appeal to children and also retain their attention.

o. Television offers diverse variety of content like news, soap operas, films, cartoons, documentaries, religious programs and reality shows etc. that cater to the needs of the people of all age groups.

Not everything about television is good. Here are some of the weaknesses of television:

a. It is a very expensive medium. It requires a fully developed TV Network and electric supply.

b. TV advertisements encourage us to buy things which we do not need. This incurs additional cost to us.

c. It diverts our attention from useful activities like reading and writing. It can ruin our education if proper attention is not given.

d. Television makes us passive. It makes our brain lazy as we do not apply our mind.

e. Certain TV program can make the people violent by relaying crime and vulgar movies/ serials.

f. Television interferes with social life and communication among family members.

g. It damages eyes and makes people obese or fatty if watched for longer durations and with inappropriate positions.

h. Television receivers are expensive. It is difficult to generate adequate reach and frequency unless media budget is very large.

i. It requires highly trained production and operational personnel.

j. Television offers too much to choose from.

k. It is hard to keep up with everything that is on television and with other viewing options like Netflix, Amazon Prime video and Hufu etc. deciding what to watch and where to watch. So, it is quite overwhelming.

l. Authenticity of news is a big question when one is getting news from multiple channels. Variations in facts and data presented by diverse channels in context of same subject can mislead the audience. So, one has to use his common sense to ensure the reliability of news.

m. Many reality TV shows encourage poor behavior by its contestants. There have been hundreds of people looking to get famous through reality television, many times ruining their reputation and potentials in order to obtain full time jobs.

6.2.3   BASICS OF TELEVISION WRITING

In different media, stories require different style. Writing for television is different from writing for print, radio or the internet. This is because television is an audio-visual medium, and television writing must maximize the possibilities and avoid the limitations of the other medium. In print, writing is the main element. In television, language along with visuals and sound, is the main element. Thus, there are some basic principles that are to be kept in mind while writing for television. These are as follows:

a. In print news stories, we write for 'the eye' i.e. the story must read well to our eyes. But the television story has the added complexity. It has to read well to 'the ear' i.e. when a listener hears the story, it has to sound good.

b. In television writing, we have less space and time to present news information. Therefore, one has to summarize the information carefully.

c. The listeners cannot reread sentences they did not understand the first time. They have to understand the information in a broadcast story as they hear it or see it. As a result one has to keep the writing style simple and clear.

d. The writing style should be conversational. One should write in a way as if one talks.

e. Do not pack too much of information in words or picture.

f. Each sentence should be brief and contain only one idea. Shorter sentences are better in broadcast news writing.

g. Be simple and direct. Choose words that are familiar to everyone.

h. Words and pictures must go together. One must write to compliment the visuals, also known as writing off the visuals. This means that one must write something related to the shots but without describing them.

i. Read out the story loud. The most important attribute for writing for the ear is to read the story aloud. It gives a feeling for timing, transition and information flow and conversation style. The audience will hear television story, not read it, so the story needs to be appealing to the ear.

j. The language must be simple, short and understandable. Simple does not mean the language of kindergarten school children rather it means it must be clear and understandable.

k. Avoid repetitions, clichés, unfamiliar words, slangs and tongue twisters etc.

l. Large numbers must be written in combination of numerals and words. For example 36,000,000 is better written as 36 million.

m. Script should be neatly typed out and if written by hand it must be written with no mistakes or corrections. It should be written or typed on only one side of the page, since turning the page may cause delay in reading and delivery of dialogue.

6.2.4   HISTORY AND EVOLUTION OF TELEVISION

Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals. Though many pioneers have contributed to make it possible, **John Baird** is generally regarded as **the father of television**. British Broadcasting Corporation **(BBC) of Britain began the first television service in 1936.** By 1939, television broadcasts began in the United States also. Other countries began television broadcasting on a wide scale only by the 1950s.

The early television broadcasts were all black and white. The first successful program in color was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. Television gradually matured as a medium during the next few decades. From being "radio with pictures" it acquired a unique style of its own.

a. Television in India

Television was introduced in India on September 15, 1959 in Delhi as part of All India Radio (AIR) services as an experiment. It was a modest beginning with a make shift studio, a low power transmitter and only 21 community television sets. Initially programs were broadcasted twice a week for half an hour a day. Its aim was to promote social education, general awareness, community health, citizen's duties and rights etc. In 1961, these broadcasts were expanded to include a School Educational Television (STV) project.

Television was commissioned as a regular daily service from 15th August 1965. Now television transmitters carry Doordarshan signals to almost three fourth of the country's population. A daily one-hour service with a five-minute news bulletin was started in 1965. One of the most popular program of Doordarshan has been the rural program called **"*Krishi Darshan*"** which was launched on 26 January 1967. This program was broadcasted in Delhi and around 80 villages on every Wednesday and Friday for 20 minutes. Keeping in view the popularity of this program, its duration was extended to 30 minutes from 15 July, 1970 and it get started to be broadcasted on Monday also.

The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. This was followed by stations in Srinagar and Amritsar in 1973, and in Calcutta, Chennai and Lucknow in 1975. Till 1975, only seven cities were covered by Doordarshan and it remained the only television channel in India.

There were three ignition points that triggered the phenomenal growth of television in India from mid 1970s. The **first** was the *Satellite Instructional Television Experiment (SITE)* which was conducted between August 1975 and July 1976. It used a satellite to broadcast educational programs to 2400 villages across six states – Orissa, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh and Karnataka. The main objective of this program was to use television for socio-economic development, though entertainment programs were also included. It actually brought television closer to the masses. The experiment was successful and was universally lauded. The program content had the three necessary ingredients- entertainment, education and information. There was no denying the fact that Doordarshan had become a catalyst to social change.

Second, **television services were separated from All India Radio on April 1, 1976.** Each office of All India Radio and Doordarshan was placed under the management of two separate Director Generals in New Delhi. **Finally,** its existence came into being when **Doordarshan became a National Broadcaster**.

Third, then came the **INSAT-1A**, **the first of the country's domestic communication satellites** which **became operational in 1982** and made possible the networking of all regional stations of Doordarshan. For the first time, Doordarshan could start what was called "National Program" which was fed from Delhi to all other stations.

In November 1982, the country hosted the Asian Games and the government introduced color broadcasts for the coverage of the games. In addition to the domestic transmission, Doordarshan was also providing content for the broadcasters of many other countries. After 1982, there was a huge increase in the live coverage of sports by Doordarshan. Doordarshan also caters to many schools and universities in the country through its Educational TV and Open University programs.

Unfortunately, the satellite **INSAT-1A** stopped working in less than one year which gave rise to many problems. Eight transmitters, out of 20 transmitters, of Doordarshan did not come in microwave circuit due to which national program of one and half hour duration could not be broadcasted in the absence of INSAT-1A. On 30 August 1983, second Indian satellite named **INSAT-1B** was launched.

Commercialization of Doordarshan saw the development of soap operas, situation comedies, dramas, musical programs and quiz shows etc. The mid-1980s was the era of Doordarshan with soaps like *Hum Log* (1984), *Buniyaad* (1986-87) and mythological dramas like *Ramayana* (1987-88) and *Mahabharata* (1988-89) which glued millions to Doordarshan. Other popular programs included Hindi film songs based programs like *Chitrahaar* and *Rongoli* followed by the crime thrillers like *Karamchand* and *Byomkesh Bakshi.* Now more than 90 percent of the Indian population receives Doordarshan (DD l) program through a network of nearly 1400 terrestrial transmitters. This was the golden age of Indian television and it bound us together every evening: **one family, one nation, one channel and one culture.**

The economic reforms of 1991, and the liberalized access to communication technology, allowed foreign media companies' entry into the country and Indian companies' entry into television. In 1991, first International satellite television was introduced in India by CNN through its coverage of the Gulf War. In the same year, Hong Kong based Star TV started broadcasting five channels into India using the ASIASAT-1 satellite. A number of Indian satellite based television services were launched between 1991 and 1994 including Zee TV, Sony TV etc. which transformed our lives and colonized our homes.

On 22 March, 2000, **INSAT- 3 B** was launched under the INSAT series. It has three *Ku-band* transponders with 12 extended C-band transponders and S- band mobile Satellite service payloads. This doubled the capacity, which was earlier, provided by seven transponders of INSAT-2B and INSAT-2C. INSAT-3B also provided set of transponders for **Vidya Vahini***,* an exclusive educational channel.

There are now over 900 licensed channels- there was only one in 1991- offering us what we didn't know earlier: entertainment, music, sports, news, lifestyle, spirituality, property, etc. The first 24×7 news channel began in 1998. By 2014, there were 400 channels counting in more than 15 languages. The TV set in a wooden cabinet with beetle antenna for grainy black-and-white pictures from terrestrial towers- Banished. Vanished. Now it is LCD, satellite transmissions with cable and DTH HD telecasts, online, mobile, laptops and tablets. That one nation theory of the 1980s is a million mutinies now.

6.2.5   ROLE OF TELEVISION

The role of television in one's life is very crucial because the coming future is full of promises and prosperity due to the advent and spread of new media and media resources. The media, at present, has become more pervasive than the past. The reach of Television and Satellite is now up to every rich and poor. The internet is in every hand as the costs are getting cheaper and Smart phones can be seen in everyone's pocket. The role of television is not only restricted to its influence on its audience but it also involves creating a framework of the social, cultural, political or economic power structure of the society. The television has the potential to control the minds of the viewers but not the actions directly. So, the role of the broadcast media especially television is considered to be symbolic and persuasive.

The emergence of new technology like smart phone, internet television and palmtop etc. make it possible to carry television into everyone's life. Television serves the individuals and the society in different perspectives. The television do the several major functions for the society like *Surveillance* of the environment, *correlation* of the various parts of the society and *transmission* of social heritage from one generation to another and *mobilization* of the change and development.

According to McCombs and Shaw (1972) media do not exactly tell us what to think but it invite us to, 'what to think about.' Media make us to think of the roles to be played in the sphere of development and nation building. The basic role of media in the national development lie in their capacity and capability to teach, sensitize and mobilize people through information dissemination (Nwabueze, 2005). Media promote and produce social programs such as Right to Education, Right to Information, Girl-Child Education, HIV awareness, Adult Education, Human Trafficking and Drugs Addiction as well as nationwide campaigns towards ecology and boosting agriculture food production.

Television is considered as 'the mirror' of the society as it reflects the culture and also provide the directions for the advancement of the society. Many times the broadcast media play the role of 'watch dog' of the democracy. In the last 4 – 5 decades, the role of media and its influence on society has grown exponentially with the advancement of technology. The introduction of telegraph than radio, newspaper, magazines, television and now the internet and the new media including mobiles, palmtops etc. changed the world dramatically. Now the media and industry professionals are capable of reaching the millions of the users via their mobile phones and tapping their minds with commercials.

The television industry has witnessed a lot of changes in the recent past. Some of them are as follows:

a. Proliferation of reality shows
b. Production of contents in regional languages
c. Fusion of cultures and use of hybrid language
d. Production of low budget programs on social and concurrent issues
e. Availability of editing softwares which make it easier to modify the content as per requirement.

In the present scenario, the shine and reach of Television is visible in various formats in our life. It has addressed many horizons of one's life like social and economic, art and culture, traditions, publicity, information, education, entertainment and political thoughts etc.

Television plays a crucial role in democracies like India. It constitutes the main source of information which provides the society with knowledge and different types of experiences. It also serves as a forum of public debate, conception and development of opinions. Television in India is actively involved in the process of nation building by contributing to it in different respects. The television in India is assisting the government and the masses in social, economic and political development. The role of television in national development is evident from the tremendous changes that have taken place in all aspects of human activities in the country. In the last two decades the Indian families have undergone remarkable changes with regard to family system, life style and buying habits. The involvement of television is not direct but it is causing change in psychological domains like opinions, attitudes and beliefs, knowledge and values system.

The mass media like television and radio are offering educational programs for the farmers, school children, youth, women and other groups of society. The impact of

such programs is very quick due to use of social media. Nowadays the educationists and social workers are using it in classrooms and community meetings due to its multifarious approach.

In short, one cannot deny the indispensable role of television in the human life, nation development and social awareness. But it also comes under the compulsive control of commercialization like every profession. The virus of money power is overwhelming and adversely affecting the media ethics. Due to this, the effectiveness of media is reducing especially on the issues related to ethics and society.

6.2.6   REACH OF TELEVISION

India has the world's second largest TV market after China. As per the estimate of the industry, there were 286 million households in India at the end of year 2017 – 2018. Out of these 286 million households, 183 million households have access to the television sets. In addition to the terrestrial services of the Doordarshan Network, these 183 million households are being served by the Direct-to-Home services, cable TV services, IPTV services and Headend In The Sky (HITS). The terrestrial TV network of Doordarshan covers approximately 92 percent of country's population through a large network of terrestrial transmitters. At present, the Doordarshan has 66 studios across India and 635 transmitters to broadcast 34 satellite channels. All these channels are free and cater to the different needs of the society like agriculture, sports, politics, knowledge, entertainment, news and regional programs.

As per the TRAI annual report of 2017 – 2018, there are 358 broadcasters in the country out of which 49 are offering paid channels. As estimated, there are 1469 Multi System Operators (MSOs') registered with the Ministry of Information and Broadcasting (MIB), 60,000 cable operators, 2 HITS operators, 5 pay DTH operators and a few IPTV operators. As on March 2018, there are 875 private satellite TV channels permitted by the Ministry of Information and Broadcasting (MIB) out of which 213 are Standard Definition (SD) pay TV channels and 95 are High Definition (HD) Pay TV Channels.

The revenue of the television industry in the financial year 2017 – 2018 has reached upto □ 66,000 crore by a significant increase of 12.24% as compared to the fiscal year 2016 -2017 in which it was □ 58,800 crore. The revenue from the advertisement in the year 2017 – 2018 was □ 26,700 crore which was increased by 32.8% in comparison to the previous year (□ 20,100 crore in 2016 – 2017). This whopping

increase shows the significance and reach of the television in the country. The television is considered as the most reliable and effective mean of promotion and marketing.

The television in India is growing very fast. As per rough estimates by the end of year 2018 – 2019, the household access to television has increased upto 197 million which shows a rapid growth of 7.65% in just a span of one year. It is evident that the reach of broadcast media is upto the each and every segment of the society. The coverage of television is in every corner of the country. The reach of Internet and cheap rates of Mobile and Internet data are working as catalyst for the access of the television in the country.

6.2.7   FUTURE OF TELEVISION

Television has been the dominant form of entertainment in India for over 30 years. It is estimated that around 850 million people have access to the television set in India. On an average 250 million Indians watch television every day. It has become the biggest marketing tool grabbing the attention of half a billion eyeballs. India now has the biggest universe of television channels in the world – at present having more than 900 channels out of which nearly 400 are news channels.

Television had a slow start in late 1950s with its reach in very few cities. In the early days of 1970s, it had Black and White telecast with very limited programs and functions. But in 1982, when the country hosted Asian Games, it went National and Color, since then it never looked back. In 1992, government of India permitted the entry of Private Channels. After that, it extended its wings. Despite unsupported by the government and a lot of intervention of govt. agencies in the last 4 decades, it flourished due to the vast network of neighborhood cable operators, hanging wires across streets. It took the satellite television to millions of the Indian homes.

At present there are hundreds of programs based on the social, cultural, economic and concurrent issues of the country. We have dozens of reality shows based on the International format and several programs that are often hosted by the celebrities and stars. There are lots of Over The Top (OTT) Services like Netflix, Amazon Prime, Zee 5, Alt, Voot, Hotstar, Apple TV, Youtube, Viu etc. attracting audience to sit in front of the TV screen in the comforts of home. The viewers feel captive and glued to their seats night after night. The present scenario is that sports based programs like IPL, Football, Olympics, Kabaddi, Hockey and other sports events have millions of viewers. Kids programming which includes animation, talent shows, and crime based serials are the other popular genres.

Mobile phones especially smartphones are becoming the primary device of consumer engagement and media consumption. Social media apps like Facebook, Whatsapp, Tiktok, Instagram, Twitter etc. are the most popular forms cutting across all demographics. The Over The Top (OTT) services are gearing up with the large number of audiences. Most of the media companies are coming up with their Mobile Apps as consumers want to stay tuned with their favorite programs while they are not in front of the Television set. Consumers, at present, prefer to listen music and watch shows while on work or working out in the gymnasium. The OTT services provide the users the choice based content which in turn is diminishing the future of cable television. As well as, the Direct to customer is hard and expensive which is exactly opposite to the business models of the early decades. In the near future, the following changes based on technological advancement are expected to be visible in the coming time:

a. The television may have your profile with the details of your likes and dislikes and will also suggest programs matching with your interests. All this will be based on artificial intelligence.

b. People will become channels and online platforms like youtube etc. which will provide the sharing and telecast facility to the persons. Based on influence and content, the broadcasters will receive rewards.

c. Due to Cloud Computing, the Television will become portable and your personal channels will be with you when you are on the ride.

d. Content will be served on demand and can be shared with friends and family and this will allow the viewers to create their own programing channels.

In short, in the era of artificial intelligence, the television and broadcast technology is changing rapidly and the media professionals need to keep pace with the changing technology by advancing themselves and changing the content according to ever changing viewer's choice.

CONCLUSION

The invention of television gave media industry a new shape and shattered all the geographical boundaries. Television provides fast and real time solution to most of the mass communication needs. As all the inventions have some drawbacks, television is not an exception to it. Being a media professional, one should be aware of its weaknesses. A media professional should follow media ethics and basic principles of television writing. The technology is advancing at a very fast speed so a

true professional should keep updating himself with the emerging technology and innovations in the field of communication.

6.3   CHECK YOUR PROGRESS

Fill in the blanks

1. Television content includes both sound and ………………
2. ……………..is generally regarded as the father of television.
3. British Broadcasting Corporation (BBC) of Britain began the first television service in ………………
4. Television was introduced in India on ………………………… in Delhi
5. One of the most popular program of Doordarshan has been the rural program called **"………………….."** which was launched on ………………….
6.   "Media do not exactly tell us what to think but it invite us to, 'what to think about" said by ……………………………………….
7. Television is considered as ……………………..of society.
8. The Doordarshan has……….studios across India and ……….transmitters to broadcast 34 satellite channels.
9. The……….. services provide the users the choice based content which in turn is diminishing the future of cable television.
10. The ……………channels provide sharing and telecast facility to the persons.

6.4 LET US SUM UP

➢ Television plays a vital role in people's day to day lives. It is one of the important sources of mass media which has the capacity to reach the enormous number of people in the shortest possible time. It can bring the entire world to our doorsteps within a second.

➢ Television has its own unique features which isolates it from other medium. It is endowed with several characteristics, strengths and weaknesses like: audio-video character, domestic nature, live nature, mass medium, transitory medium, expensive medium, integrated medium having wide range and reach, immediate medium, major news source, great tool of entertainment, educational tool, flexible medium with diverse content, overwhelming and last but not the least the credible, authentic and prestigious medium of communication.

➢ Writing for television is different from writing for print, radio or the internet. This is because television is an audio-visual medium, and television writing

must maximize the possibilities and avoid the limitations of the other medium. In television, language along with visuals and sound, is the main element. There are some basic principles that are to be kept in mind while writing for television. The writing style should be simple, direct, clear and conversational. Words and pictures must go together and complement each other. The television audience hear the story, not read it, so this story needs to be appealing to the year

➢ Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. John Baird is generally regarded as the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. Television was introduced in India on September 15, 1959 in Delhi as part of All India Radio (AIR) services as an experiment. Television was commissioned as a regular daily service from 15th August 1965. The first major expansion of television in India began in 1972. Gradually Doordarshan became a National Broadcaster. In 1982, color broadcast was introduced. A number of Indian satellite based television services were launched between 1991 and 1994 which transformed our lives. There are now over 900 licensed channels- there was only one in 1991- offering us what we didn't know earlier: entertainment, music, sports, news, lifestyle, spirituality, property, etc. That one nation theory of the 1980s is a million mutinies now.

➢ The role of television in one's life is very crucial because the coming future is full of promises and prosperity due to the advent and spread of new media and media resources. The media, at present, has become more pervasive than the past. The reach of Television and Satellite is now up to every rich and poor. The internet is in every hand as the costs are getting cheaper and Smart phones can be seen in everyone's pocket. In the present scenario, the shine and reach of Television is visible in various formats in our life. Television plays a crucial role in democracies like India. It is assisting the government and the masses in social, economic and political development.

➢ The television in India is growing very fast. As per rough estimates by the end of year 2018 – 2019, the household access to television has increased upto 197 million which shows a rapid growth of 7.65% in just a span of one year. It is evident that the reach of broadcast media is upto the each and every segment of the society.

➢ India now has the biggest universe of television channels in the world – at present having more than 900 channels out of which nearly 400 are news

channels. In short, the invention of television gave media industry a new shape and shattered all the geographical boundaries. Television provides fast and real time solution to most of the mass communication needs.

6.5 KEY WORDS

SITE: SITE stands for Satellite Instructional Television Experiment which was conducted between August 1975 and July 1976. It used a satellite to broadcast educational programs to 2400 villages across six states.

DTH: DTH stands for Direct-To-Home television. It is defined as the reception of satellite programmes with a personal dish in an individual home. DTH does away with the need for the local cable operator and puts the broadcaster directly in touch with the consumer.

IPTV: Internet Protocol Television is the delivery of television content over Internet Protocol (IP) networks. This is in contrast to delivery through traditional terrestrial, satellite, and cable television formats.

HD: HD stands for High Definition. It is often associated with a digital television system that has either 720 or 1080 scan lines per frame and a wide-screen format.

SD: SD stands for Standard Definition. It is a television system which uses a resolution that is not considered to be either high or enhanced definition.

HITS: HITS stands for Headend In The Sky. It is a Comcast's satellite multiplex service that provides cable channels to cable television operations. At a traditional cable television headend, multitudes of satellite dishes and antennas are used to grab cable stations from dozens of communication satellites.

LED TV: LED TV is a type of LCD television that uses light-emitting diodes (LEDs) to backlight the display instead of the cold cathode fluorescent lights (CCFLs) used in standard LCD televisions.

6.6.SELF-ASSESSMENTS QUESTIONS (SAQS)

1. Mention the characteristics of television in detail.
2. Write a detailed note on strength and weakness of television as means of mass media.
3. Discuss the basics of television writing in detail
4. Trace the evolution and history of Television in India.
5. Television in India played an important role in nation building. Elaborate.
6. Shed light on the reach of television in India.

7. How do you perceive the future of television industry in India? Discuss.

6.7 FEEDBACK TO CHECK YOUR PROGRESS

1. Visuals
2. John Baird
3. 1936
4. September 15, 1959
5. "*Krishi Darshan*", 26 January 1967
6. McCombs and Shaw (1972)
7. The mirror
8. 66, 635
9. OTT (Over The Top)
10. Online

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABHISEK GOEL
LESSON NO.: 7	VETTER: PROF. HARISH ARYA
TELEVISION GENRES	

STRUCTURE

In this lesson, we shall discuss about different Television Genres. First of all, we shall discuss about the television genre called news. After that, we shall focus on other genres like features, documentaries and interviews. Next, we shall discuss debates and discussions and talk shows. Finally, we shall peep into content development for audience specific program. The lesson structure shall be as follows:

7.0 Introduction
7.1 Learning Objectives
7.2 Television Genres
  7.2.1 News
  7.2.2 Features
  7.2.3 Documentaries
  7.2.4 Interviews
  7.2.5 Debates & Discussions
  7.2.6 Talk Shows
  7.2.7 Content Development for Audience Specific Program
7.3 Check Your Progress
7.4 Let us sum up
7.5 Key Words
7.6 Self-Assessment Test
7.7 Feedback to check your progress questions
7.8 References/ Suggested Readings

7.0 INTRODUCTION

Television is an electronic medium that broadcasts many different kinds of program like - news, sports, sitcoms, documentaries, soap operas, children's programs, reality shows, religious programs, commercials, crime shows and talk shows etc. - each of which can be classified as belonging to a genre or in some cases mixed genres. The

term 'genre' comes from the French language and means 'type' or 'kind'.

The scholarly interest in television genres has developed in the recent years because we have become concerned about how genres affect the creation of television programs. Television genres refer to a class of television programs and a given program is an example of the genre.

First of all, we shall discuss about the genre called News.

7.1 OBJECTIVES

The objectives of this chapter are as follows:

- ➢ To learn about different television genres
- ➢ To comprehend the concept of news
- ➢ To understand the basic rules of feature writing
- ➢ To know about different types of documentaries and basic steps of documentary production
- ➢ To gain knowledge about interviews, their types and essentials
- ➢ To comprehend concept of debates and discussions
- ➢ To know about talk shows
- ➢ To learn how to develop content for audience specific program

7.2 TELEVISION GENRES

7.2.1 NEWS

The term 'news' is very relative. Any information may be big news for someone while it may not be news for the other one. Nowadays, presentation and packaging of news have become very important. T.V. journalists often remain engaged in gathering, selecting, packaging and distribution of news. The editors, reporters and viewers have asked this question for centuries – What is news? Now we shall learn about it.

What is News ?

- ➢ News is a singular word derived from a Latin word 'nova'.
- ➢ 'News is the first rough draft of history'. (Philip Graham)
- ➢ 'News is what somebody somewhere wants to suppress. All the rest is advertising'. (Lord Northcliffe)
- ➢ 'News is anything that will make people talk'. (Charles Dana)
- ➢ 'News is anything you can find out today that you did not know before'. (Turner Catledge, editor, New York Times)

- When a dog bites a man - that is not news. But when a man bites a dog- that is news. (Charles Dana)
- NEWS - N= North, E= East, W= West, S= South
  - So, whatever is happening in North, East, West and South is News.
- News= New
- News = Fact x Importance (The day Today slogan)
- News is any information that can be sold in a market.
- News is anything out of the ordinary.
- News is the unusual picture of life.
- News is like a hot cake coming straight from oven.
- 'News is a combination of what audiences need to know and want to know' (Another definition that applies the theory of wants and needs gratification to news).

NEWS VALUES

Journalists and educators, through the years have compiled several factors, which are responsible for making news. These factors are called news values. News Value is the criterion on the basis of which a news producer takes the decision of selecting or rejecting any news. The importance to be given to a particular news in a news bulletin's sequence is also decided by its news value. The different types of news values are as follows:

- **Personality**: Is someone Famous?
- **Impact**: Whom does the story affect?
- **Timeliness**: How recently did it occur?
- **Proximity:** How near is it?
- **Quantity:** How many does it affect?
- **Human Interest:** Does the story show the human condition?
- **Novelty:** Is something new, odd or surprising going on?
- **Emotions:** Does this story make us sad? Happy? Angry?
- **Conflict:** Is there any communal tension?

ESSENTIALS OF NEWS

Every news story must have the following essentials:

Accuracy: Accuracy is the most important characteristic of any news story, great or small, long or short. Every news must have the factual accuracy. Every quote must be used in the way it was said. According to Professional journalists of code of ethics society – News cannot be true unless it is based on accurate reporting of details and

context. So, every reporter must try to seek truth and report it. He must test the accuracy of information obtained from all the sources and exercise care to avoid inadvertent error. Deliberate distortion of facts is never permissible. News that proves to be factually wrong can cause the channel to lose its credibility among the viewers.

Balance: Balance means that news requires to be covered from all angles. In other words, all the relevant aspects of the news should be covered in an impartial manner without favouring one side or the other in a news story. Balance requires that you as a reporter should try to find every viewpoint on a story. It should not be one sided.

Objectivity: News should not be biased. It should be impartially represented. Every effort must be made to avoid biasness in reporting and writing. No personal interests should be allowed to distort the news. In other words, objectivity means no favouritism to any party. Only truth should be allowed to prevail.

TYPES OF NEWS

On the basis of content, news is divided into two types - Soft news and Hard news but the format of news writing remains the same.

Hard News: Spot news that contains solid facts & figures about an incident is called hard news. It is generally referred to as up-to-the-minute news. It is an account of events that have just happened or about to happen. It reports the events immediately. Hard news stories emphasize facts not opinion or analysis. It covers a story by answering the 5 'Ws'& 1 'H'. For example - politics, court, accident, war and crime news are considered as hard news.

Soft News: Story covering the details, socio-cultural and economic background of a hard news story is called Soft News. It does not depend on the time element. Soft news has less immediacy than hard news. It lays less emphasis on the facts and entertain as well as inform. It focuses on human interest and novelty. For example- Entertainment and lifestyle news are considered as soft news.

FORMATS OF TELEVISION NEWS WRITING

Writing news for television is different from writing news from radio and print. In print, we mostly follow the inverted pyramid format of writing news. While in television, format is determined by the immediate production needs and the news

value of that news item. Television is an audio - visual medium. So, the format and sequence of news in the news bulletin play a very important role. Following are the formats of news writing for television:

Ticker and Flash: In television, every news channel claims to be number one in providing news to its viewers. Aaj Tak claims to be 'Sabse Tej Channel' while Zee News presents news at a lightning speed. Ticker and Flash are solutions for speed. When a channel receives a news from any news agency, it flashes the news in no time.

Flash is the news which is shown by the channel in the bottom of TV screen. Other way of telling news at the earliest possible is ticker. News lines scroll from right to left on the screen in these headlines. A viewer can easily read these news lines while watching another news. With some gap of time, these headlines are repeated again and again. Ticker are very useful in telecasting cricket scores and counting of votes etc.

Anchor Read: Television, being a visual medium, compels news producers to show some visuals in each news. But there are certain occasions when showing a visual is not possible or it is not required. Only the anchor reads the news. These types of news are called dry news. Shooting visuals and sending them to channel's office is not an easy task. Many times news reaches the office in the form of words and then the visuals follow. Sometimes it takes several hours to shoot the visuals. In that case, a producer does not wait for visuals and give the script to the anchor to read. The anchor read format is suitable for news items which do not require any visual description.

Anchor Graphics: It is one of the popular formats used by the news producers. Until the visuals reach the news room, news is telecasted as an anchor read but if the producer gets sufficient time to prepare a graphics about the concerned news, he/ she can run the relevant graphics while the anchor reads the news. This is called anchor graphics.

Graphics can locate the place where the event has occurred and they can be inserted at a suitable point in anchor reading. If the producer does not have any video clip, still photos can also be grabbed on the graphics plate. Anchor graphics format is extensively used where news is full of data like business and sports news. Graphics help the viewers in understanding the data easily.

Anchor shot: This format is commonly used in Doordarshan. The producer tries to show the visuals in the news as soon as they reach the channel office. But at that time the visuals are in their raw form and require editing. It takes minimum of half an hour

to prepare a well edited news package. In a news bulletin, there is one more way to show visuals till the news package gets ready. And that is showing the roughly edited visuals while the anchor reads the news.

Anchor shot bite: This format is an extension of anchor shot format. The only difference between both is that in this format, a bite follows the visuals in the end. Normally, when the anchor finishes reading the news, an edited bite follows it after a few second. No voice over (VO) is recorded in this format. It is an easy way to show the visuals.

Anchor Bite: Sometimes, in the news, the whole story can be narrated with the help of a single bite. We show the edited bite after the introduction of the news by the anchor. For example, sometimes a simple reaction of an opposition leader to a particular govt. decision makes the news. Such reactions or decisions make a good anchor bite news.

News Package: This format is called grand television news format. The word 'package' denotes all the efforts that are made to broadcast news in a desired manner. This is called packaging of news. Before packaging of news, we obtain raw material in the form of raw footages and relevant interviews. First script is written according to the available visuals. Then the news visuals are edited according to the script in the sequence of voice over – bite - voice over – bite and so on. Visuals are edited according to voice over (VO). In the package, each voice over and bite are arranged in such a order that they convey a coherent meaning. It is the best telecast time that is given to a particular news.

Anchor Phono: It is not feasible for any channel to depute its reporters everywhere. Many times, news happen accidently and the reporter covers it later. Approaching the spot of happening is a big problem especially when the place is remote village or hilly area. In such a condition, sending recorded footages with in the stipulated time again becomes troublesome for the reporter. In that case, with the help of phone the reporter can tell the story and this is called phono format in television. In modern times, phono format is frequently used among the news channels. Besides reporter, any relevant person can also be interviewed by phone. Phono format is very useful in the case of frequently changing news. For example, phono is used for updating political stories. It is mostly used in late night bulletins.

7.2.2 FEATURES

It is hard to explain what a feature is. Literally, a feature is a special part of something. It is about something or someone off beat and entertaining. Feature stories are emotional and they involve readers. They demand readers' reaction because these

articles can be serious or light, timely or timeless, funny or sad, joyful or joyless. Daniel Williamson (1975) defines feature writing as **_creative, subjective_** article writing that is designed to **_inform_** and **_entertain_** readers.

Features are generally allied to news story. But they are not news stories in which the primary effort is to offer an accurate picture of some current event. Features are often about events. There are a number of similarities and dissimilarities between features and news stories which are discussed below.

Features are unlike news stories because they:

- ➢ are not written under strict deadline pressure
- ➢ do not need to be published on a given day
- ➢ are more casual, conversational, and cleverly written
- ➢ need not to be written in an inverted pyramid structure
- ➢ have leads that may or may not be one paragraph
- ➢ offer readers entertainment and the enjoyment of learning something new

Features are like news stories because they:

- ➢ are accurate in every detail
- ➢ are based on real events and people, not composite characters or imagined happenings
- ➢ Clearly written and economically constructed

Features allow all kinds of creativity and inventiveness. In some cases, a news story can be turned into a feature story by interviewing the various people involved and getting experts' perspectives on the matter as well as, by using material taped when the original event took place (if it is available).

In broadcasting, as Andrew Boyd notes, the term "Feature" means a human interest or "soft news" story:

The hard news formula calls for the meet of the story in the first line…. The feature style, which leads the audience into the story rather than presenting them with the facts in the first line, is used more freely wherever greater emphasis is placed on entertainment and a lighter touch than on straightforward and sometimes impersonal, hard news. (Boyd, 2001: 73)

Features should not be thought of as synonymous with entertainment. Features also deal with serious topical issues at greater length, and in greater depth, than is possible in simple news reports (Boyd, 2001:127)

Features are an important staple of broadcast news. Broadcast features involve people, animals, events, anniversaries, products, scientific breakthroughs and anything interesting. Reporting news, in many respects, is easier than doing features. When we come up with the- who, what, when, where, why and how, and we get our story. Features, however, add an additional layer to the news. Features mean looking beyond the basics into the significance of events or examining the problems generated by what is happening.

Other professionals compare feature writing to fiction, specifically short stories. The major difference is that feature writers deal with reality. However, some of the best feature writers incorporate the styles and techniques of fiction writers in their work. Benton Rain Patterson (1986) stated the following:

A feature writer deliberately puts people (characters) into what he writes. He describes them and shows them (description) doing and saying (action, expressed through narrative and quotes) whatever it is that makes the characters worth writing— and reading—about. When he puts those elements into his piece, a writer is featurizing his subject and handling his material as a feature.

Patterson (1986) stated three basic rules for features:

    1. Put people into the story.

    2. Tell a story.

    3. Let the viewer see and hear for him or herself.

Features are not lifeless summaries of big events. They are often factual short stories written in active voice. They have characters, plot and a story line. They have a beginning, middle and an end. The content of a feature story is never imagined or created. Although it may be treated imaginatively and creatively. Features must tell the truth and provide accurate information. Many writers say that feature articles fall somewhere between news writing and short story writing.

In short, in a good feature, the transition between different sections and different ideas should be smooth. Like a duck in the water, the feature writer have to work hard to produce a smooth effect on the surface. The urgency of a feature lies in its story writing and viewers' appeal. It is usually interesting to view, sometimes funny, often useful and informative.

7.2.3 DOCUMENTARIES

A documentary is a film that deals with the relationships between people and their environment, people and their work, people and other people, and any combination of those relationship as seen in any society existing at the time of producing the film. Documentaries make drama from life through the interpretation of actuality. A documentary must be produced to make a point, to win an argument, or to solve a puzzle about a socially important topic.

Robert Flaherty has been credited with producing the first true documentary with his

study of man in and against his environment in *Nanook of the North*, produced in 1922. The word 'documentary' was first coined by Scottish documentary maker John Grierson. Grierson defines the documentary as "creative treatment of actuality". According to him, content taken from the raw can be more real than the acted one.

TYPES OF DOCUMENTARIES

Documentaries cover a wide range of topics. There are three basic formats of documentary writing which allow to maintain the feeling of actuality and realism necessary for a documentary.

a. **Dramatic:** This type of documentary lay emphasis on the actualities of the people or on the action of the topic. The more the camera and the microphone capture the happenings without narration, the greater is the dramatic impact. The documentary must rise and fall through a series of crisis and follow the pattern of dramatic story telling. The climax of documentary may be social or personal in nature but argument in it must be presented in a way that it resolves the crisis.

b. **Biographical:** This type of documentary rely on what the subject is talking about. It shows his / her life or close friends, relatives or experts discussing about the subject. It shows how the life of the subject was important and clarify either the positive or the negative aspects of his/ her life to reach at a conclusion to the argument.

c. **Compilation:** This type of documentary is a combination of both dramatic and biographical documentaries. More importantly, it is a collection of everything possible required to illustrate the point being made about the subject. It depicts the ups and downs in the life of the subject as well as his social life. In this documentary, archival, news footages, photographs and interviews are often compiled together to tell the story.

Basic Steps of Documentary Production

For producing a documentary, one must follow the following basic step:

i) Brainstorm ideas and develop goals
ii) Research story
iii) Choose interview subjects
iv) Make budget
v) Choose equipment
vi) Write production plan
vii) Hire crew

i) Brainstorm ideas and develop goals: When one is making a documentary, one should start with some basic questions like: What is the focus? Why are you doing this story? What points will be explored? What aspects of your topic are most compelling? Are there new angles to explore on your topic? In short, ask yourself what story do you want to tell and why?

ii) Research story: Completely research your story from all angles. Research and study your topic beforehand to determine which aspects are most worth shooting. You can use internet, personal contacts, trade organizations, books, magazines and newspapers to begin researching your topic.

iii) Choose interview subjects: Choose interview subjects who are compelling and knowledgeable about your topic. The interview subjects must be able to speak coherently about your topic. They should also be capable of putting forth their viewpoints clearly.

iv) Make Budget: Make sure your budget form includes all expenses. Your budget form should include every possible expense that may occur in making your project. Just make sure that you include everything.

v) Choose equipment: Your choice of equipment is largely determined by the budget and resources readily available to you. Choose an equipment package that is appropriate for your documentary content.

vi) Write production plan: A production plan includes all the specific elements you will require to realize your documentary. The production plan simply answers the overall question: "How can I make this happen?" To answer this question, ask yourself a series of questions such as:

    a. What specific aspects of the topic should be covered? This will determine your sources and depth of research.

b. **Who is most qualified to speak on this topic?** This will determine your choice of interview subjects.

c. **Where does the action of this topic take place?** This will affect your choice of locations

d. **How will I tell this story?** This will determine your approach.

e. **Where will this documentary end up?** This will determine your equipment package.

vii) **Hire Crew:** The documentary maker has to decide who will assist him in making it. This will determine the size of his crew.

Armed with above mentioned information, you will have a clear blueprint for producing your documentary.

DOCUMENTARY SCRIPT:

There are two ways of producing a script for a documentary:

i) Pre- Shooting Script

ii) Post- Shooting Script

i) Pre- Shooting Script: After preparing a detailed script with complete narration, sound effects and music, the shooting schedule is assembled. After that the visuals, interviews, and narration are recorded. All of the material then moves to the editing suite, where the production is assembled in its final form, following the script.

ii) Post- Shooting Script: If the shots and material recorded for a documentary carry the message strongly enough, a production may proceed without a formal script until the editing process begins. Once the editing has been completed, the wild and natural sound may be supplemented with a minimum of written narration to fill gaps not fully explained with the visuals. Also, such a production may have a complete narration written, to be added after the editing has reached the final cutting stage.

In short, Documentary film making can be used as a form of journalism, advocacy or personal expression. Documentaries, like movies, are non-fictional motion pictures which are intended to record some aspect of reality, primarily for the purposes of instruction, education or maintaining a historical record.

7.2.4 INTERVIEW

Interviewing is the central activity in modern journalism. It is the main means by which reporters and feature writers gather their material. Reporting is incomplete without interviews because viewers want to know how bystanders, eye- witnesses,

participants reacted to what happened, what they thought and felt about an incident. In the field of television, conducting interviews is a way of bringing human element into television stories. It also helps in satisfying the curiosity of the viewers about the lives of the famous personalities and celebrities. Moreover, interviews with experts and prominent people add credibility and authority to the telecast. Interviews with those involved in a news event, an eye - witness to an accident or a surviving victim take the story beyond the reporter's restricted view.

WHAT IS AN INTERVIEW?

The interview can be defined as a prearranged face- to- face meeting between a journalist (who asks questions) and an interviewee, (who answers them). The interviewee is often a distinguished personality and the questions usually focus on his/ her life and opinions.

TYPES OF INTERVIEW

The interview can be of following types:

- **i)** Hard news interview
- **ii)** Informational interview
- **iii)** Investigative interview
- **iv)** Adversarial interview
- **v)** Interpretative interview
- **vi)** Personal interview
- **vii)** Emotional interview
- **viii)** Entertainment interview
- **ix)** Actuality
- **x)** Telephone or remote interview
- **xi)** Vox pop
- **xii)** Grabbed interview

i) Hard News Interview

The hard news interview is normally short, to the point, and illustrate a bulletin or news item. It aims at getting answers to five Ws and one H. For example, if a building is set on fire, the reporter will conduct interviews of those figures who can give him exact information about the incident.

Following questions may be asked:

- ❖ When did it happen?
- ❖ Who are affected?

- ❖ What is the amount of damage?
- ❖ Where are the injured ones taken to?

ii) Informational Interview

The informational interview is similar to hard news interview, but it is not restricted to main stories. An informational interview can be about an event, something that is happening or about to happen. Informational interview goes beyond the main point to seek an explanation of the HOWs and WHYs of the story. They intend to get bit more detail than short bulletin items.

iii) Investigative Interview

The investigative interview aims at getting behind the facts to discover what really caused the happening of the events and sometimes what could be done to prevent the repetition of that incident. For example, to dig out the actual reasons of the accident/ train collision/ air crash etc. Investigative interview might be developed about stories and issues like:

- ➢ Why the team showed poor performance in the match despite having been provided the best facilities and trained by the best coach?
- ➢ Why the minister resigned from his office?

iv) Adversarial Interview

Adversarial interview is a kind of interview in which the interviewer gets into a war of words with the interviewee to get his question answered. Though the interviewer is representing the audience or speaking up on the behalf of the public opinion, even then he needs not to be impolite or rude while asking questions. The interviewer must avoid a head-on clash with the interviewee. The impression of victimization of the interviewee and biasness must be avoided.

v) Interpretative Interview

There are two types of interpretative interviews:

- ➢ **A Reaction story:** It is a response either for or against what has happened.
- ➢ **Explanatory story:** This story provides details of a news story. So, the interview that is conducted to get the details of an event, accident or incident is called interpretative interview. For instance, if a train is derailed causing severe injuries and damage to the passengers, the following questions may be asked:
  1. How will this accident affect public confidence in train traveling?
  2. What measures will the ministry take to restore the public trust?

vi) Personal Interview

The personal interview might be a short interview with an important figure of a society about his/her likes and dislikes, hobbies, pastimes, habits, or a detailed interview exposing the personality's profile.

In personality interview, following areas are normally focused while putting questions:

- Family background
- Education
- Likes and dislikes
- Favorite dish, Book, Movie, Singer.
- Hobbies
- Any interesting incident or event

vii) Entertainment Interview

It is a kind of interview in which light things are asked from the interviewee. The only purpose is to entertain the listeners. The person to be interviewed may be an actor making parody of any famous personality or any real one whose profession is to entertain people.

viii) Emotional Interview

In this kind of interview, an attempt is made to lay bare someone's feelings. Emotional interview lets the person to share the personal tragedy with the listeners. A heart-stricken women having been saved from earthquake will be asked the following questions:

- What were you doing at the time of earthquake ?
- How did you manage to save yourself ?
- Were you be able to save anyone?

ix) Actuality Interview

It is a kind of interview in which the reporter's voice is not included in the final production and only interviewee's voice is made to be heard by the listeners. This kind of interview is made a part of documentary or feature. While conducting actuality interviews, the following instructions must be followed by the reporter:

- The questions must be clear not vague
- The questions must be subjective not objective

x)   **Telephone or Remote Interview**

In this kind of interview, the personality to be interviewed is not in the city or country and is interviewed on telephone. While recording remote interview, the telephone lines must be checked whether they are clear or not. If there is a noise problem in the line, try to change the line or wait until it is clear.

xi) **Vox Pop Interview**

Vox pop is an abbreviation of the Latin expression **vox populi** that means `**voice of the people'**. It is conducted to obtain diversified public opinion on a certain issue. The questions are asked from different people representing different age groups, races and classes etc.

xii) **Grabbed Interview**

It means to interview a person who does not intend to give an interview but the reporter is determined to take. Normally, it is a very short interview and sometimes the potential interviewee comes up with "no comments". In this case, though the interviewee refuses to say anything about the issue but his saying "no comments" suggests the listeners to get the meaning.

ESSENTIALS OF INTERVIEWING

Interviewing is an art. It is daunting and difficult at first. It is best mastered progressively. There is a certain order to it. In order to ensure the success of an interview, an interviewer has to follow some basic steps before, during and after the interview, which are as follows:

a)   **BEFORE THE INTERVIEW**

Before you interview anyone, whether face- to- face or on the telephone you must:

i)   **Plan:** Work out in advance what you need and want to know. Plan your questions and the topics you want to cover.
ii) **Choose the interviewee:** Choose the interviewee carefully. Look for a real person, not just a spokesperson. It is easier for the audience to relate to someone who has direct knowledge or experience of the subject.
iii) **Research the interviewee:** Before you meet your interviewee, try to find out as much as you can possibly about him / her. Read or watch his / her previous interviews, browse the internet for extracting information and talk to people who have met him / her before. This will make you confident and focused in front of the interviewee.

iv) **Be Punctual:** Make sure you arrive at right time for the interview. Arriving late will irritate your interviewee and you will lose the valuable interviewing time.

v) **Brainstorm keywords or questions:** Write a few keywords to remind you of the topics you want to cover. Prepare a list of questions you want to ask in advance. Your questions should be such that they make the interviewee talk.

vi) **Come With Accessories:** Before you approach to take the interview, you must have the following accessories with you: (a) A pen/ pencil, (b) A note book, (c) A list of good questions, (d) A recording device (video camera or audio recorder)

b) **DURING THE INTERVIEW**

i) **Introduce yourself:** Always tell your interviewee who you are, right at the outset. Give your name and the name of the media house you are working for.

ii) **Be courteous:** Be polite to your interviewee. Do not argue or show embarrassment even if you profoundly disagree with the views of the interviewee. It is important to empathize especially if you are interviewing someone who has undergone a traumatic experience.

iii) **Put questions clearly:** Put questions clearly, concisely and pertinently. Conduct your interview like a conversational. One question should lead naturally to another.

iv) **Listen carefully:** Always listen to the answers of the interviewee carefully. Each answer could lead to more questions or include an answer to a question you have not asked yet.

v) **Take notes:** Even if you are recording an interview, take notes. Do not try to write every word said. Just take down the highlights.

c) **After the interview:**

i) **Expand notes:** After the interview, while the details are still fresh in your mind, write everything down on paper you are able to recollect about the interview. Write it all down as soon as possible. Expand your notes by following up on things you learned in the interview with more research.

ii) **Review interview notes:** Interviews can make news. So, go through the interview notes carefully and review them. Circle and highlight quotations that you think will be good for your news.

In short, preparation and persistence are essential to master the art of interview.

7.2.5 DEBATES AND DISCUSSIONS

Debates and Discussions are a great way to exchange ideas. They also help in improving one's knowledge and reasoning skills. As a student and also later in life one often gets into debates and discussions.

A debate is a formal contest of argumentation in which two opposing teams defend and attack a given proposition. It is a persuasive manner of speaking with the aim of converting the view of another person, or an audience, to your own point of view. In this speech, the speaker speaks either for or against the issue being discussed. Logical consistency, factual accuracy and some degree of emotional appeal to the audience are main elements in debating.

Debates and discussions are important in a democracy but patience and the ability to listen and respect other people's views are equally important. Debates can occur in public meetings, academic institutions, and legislative assemblies.

Discussions are relatively common. In the present scenario, TV channels like Zee News, Aaj Tak, India TV, NDTV and India News etc. are presenting them in the form of news. The visual format of electronic news presentation has changed into that of the television screen split into multiple participant 'windows' (see Figure 1 below).

Figure 1. Screen split into multiple participant 'window' (the news anchor is top left)

This is an important technological advancement in the sense that it ensures multiparty interaction (discussion) in the studio with live feed from remote locations taking place, while at the same time, preserving the participants' direct gaze on the viewers. As a result, the viewers can see the facial expressions of each and every speaker and listener as they interact with one another on the electronic 'windows'. Mainstream TV stations have raised multi-party interaction on 'windows' as an important component of primetime news, as they devote a significant amount of air time to it.

➢ **Panel Discussion**: The panel discussion (PD) is a unique interviewing format, which is part of news, but it is different from the conventional news interviews, both in terms of the participants involved and its structural properties. The interaction in panel discussion develops in the form of multiple reports on the news item offered by the commentators in a serial manner, i.e. one after the other following the anchorperson's prompt:

Anchorperson's comment + cue

↓

Spekaer or Panelist A

↓

Anchorperson's comment + cue

↓

Spekaer or Panelist *B*

↓

Anchorperson's comment + cue

↓

Spekaer or Panelist C
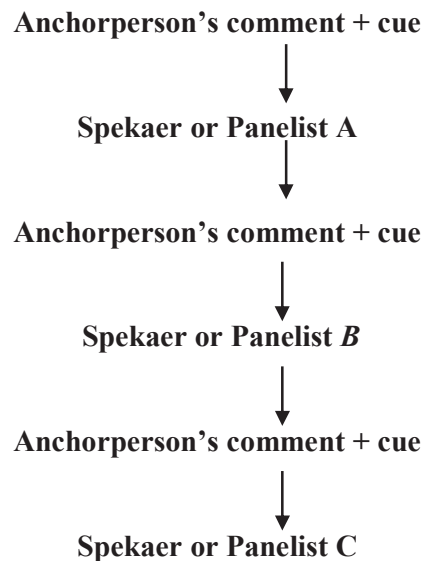
Panel discussions cannot be scripted ahead of time because there is no way of predicting who will speak when or what they will choose to say. What can be scripted is the opening by the host or facilitator and the planned closing remarks. There should also be a general idea of what topics will be introduced and in what order.

 In panel discussion, the interaction begins with the news anchor providing the background information and commenting on the news story. He/she then allocates the floor to the panelists, who take turns to provide insider details, evaluate and interpret the events for viewers in an extended and uninterrupted manner. The discussion is overwhelmingly but it is not organized as a series of question–answer sequences, typical to news interviews.

In short, the panel discussion is a new form of broadcast news interaction, where prominent journalists/ experts engage in live conversation on a designated news story. They express their personal opinions about govt. officials, their proposed policies and

about the actions of the government or of the opposition. Finally, they formulate prescriptive comments about the desired action or policy. In this way, panel journalists redefine the conventionally questioning role of the news journalists.

7.2.6 TALK SHOW

The talk show is the television show that is entirely structured around the act of conversation itself. It is governed by a set of rules or guiding principles that make it distinct from any other form of TV—soap opera, news, or game shows and also from daily conversation.

A talk show is a television programming genre in which one person discusses the various topics put forth by a talk show host. Usually, guests consist of a group of people who are learned or who have experience with whatever issue is being discussed on the show for that episode. Other times, a single guest such as a celebrity or expert discusses his/ her work or area of expertise with a host or co - hosts.

The first principle of the television talk show is that it is anchored by a host who is responsible for its tone and direction, and also for guiding and setting limits on the talk that is elicited from guests on the air. In most successful national television talk shows, the host has been simply the ''star'' of the program. Major talk-show hosts have attained a high degree of control over their shows and the production team that run them. From a production standpoint, the host frequently acts as managing editor. From a marketing standpoint, the host is the label, the trademark that sells the product. The host deals with advertisers, network executives, and syndicators. In other words, the host is an irreplaceable part.

The second principle of the television talk show is that it is experienced in the present tense as ''conversation.'' Live, taped, or shown in reruns, talk shows always maintain the illusion of the present tense. For talk-show reruns, it requires a ''willing suspension of disbelief.''

The third principle is that television talk show is a product or a commodity competing with other broadcast commodities. Television talk has proven over time to be a valuable commodity, and talk-show hosts themselves are valuable commodities. Their worth to networks and advertisers is reflected in their big salaries.

The talk show hosted by a major star must be carefully managed. It must fit in the commercial imperatives and time limits of syndicators, packagers, and network programmers. Though it can be entertaining, even outrageous, it must never seriously

alienate advertisers or viewers. For this reason, television talk shows are always regulated by invisible rules of acceptability. Guests are carefully chosen and questions are prescreened.

The fourth principle is that the give-and-take on a talk show must appear to be spontaneous and must also be highly structured. Scores of invisible hands shape each show which includes writers, producers, set designers, graphics coordinators, makeup artists, propmasters and other technicians.

Although hosts and shows change over time but the core principles remain the same. For several years, the television talk show has been host-centered and defined, forged in the present tense, spontaneous but highly structured, churned out within the strict formulas and measured segments of costly network time, and designed to air topics appealing to the widest possible audience.

The highly selected and glorified talk worlds of ancient cultures often made powerful statements. These talk worlds were passed down by bards and scribes. The authorship or recording of these dialogues was often placed under the name of a single interlocutor. For example, the Five Books of Moses are ascribed to Moses, the dialogues of Socrates to Plato, the dialogue between Krishna and Arjuna in the *Bhagavad-Gita* of Hinduism to the poet sage Vyasa. Taken collectively, these ancient talk worlds show how important certain basic dialogues have been to the history of publicized talk (private conversations made public).

In short, a talk Show is a site on which a small group talks to itself while simultaneously addressing an invisible but clearly defined collective audience. Since talk shows address an immediate and public audience at the same time, they are characterized by a dual consciousness. They are a form of rhetoric that is both private and public, personal and mass. Whoever the host and whatever the format, these are the defining characteristics of the TV talk show.

7.2.7 CONTENT DEVELOPMENT FOR AUDIENCE SPECIFIC PROGRAM

Content development means the art of developing, pitching and producing content that is a valuable end product on its own. The increasing diversity in television formats is paralleled by an increasing diversity in television program content. The creators of television programs generally focus on a particular audience and adapt the conventions of a genre to their purposes. When a particular television show becomes

popular, other television production houses start imitating it, hoping to cash in on the popularity of the genre.

There is no secret formula of being successful in the art of content development. Following are the steps crucial for developing content for audience specific program:

i) Identify the purpose of the content
ii) Understand today's media landscape
iii) Analyze your target audience
iv) Check out similar contents
v) Think smarter and modify content as per requirement
vi) Determine the basic value of the content
vii) Develop a content proposal
viii) Prepare a tentative schedule

i) Identify the purpose of the content: First and most importantly, know why you want to develop a particular content. Clearly identify its goals and purposes. If the goals and purposes of the content are not clear, it will be impossible to evaluate its success. Identify whether the purpose of content is to instruct, inform or entertain. For example, the goal of commercial broadcasting is an economic one, or to hold the interest of the audience through an exposure to the commercials.

ii) Understand today's media landscape: The media landscape is constantly changing and it has changed even more in the recent years than in the past several years combined. Traditional media outlets like TV, radio and print are making major shifts to include digital extensions in order to keep some of their audience engaged. Social media is responsible for this.

Network TV is struggling and it is going to dwindle significantly because of two main reasons. First, consumers now have access to high- quality content that they can watch on demand. Second, advertisers are allocating a much larger percentage of their budget for social media ads taking it away from traditional TV. Social media offers laser targeting and it is where the consumer is.

iii) Analyze your target audience: Identify and analyze your target audience. The target audience for which the broadcasters are going to broadcast the program e.g. women, children, youth etc. has to be decided. The communication needs of these groups are different. So, a lot of care has to be taken while planning programs for specific audience. Knowledge of such groups' age, socio - economic background, educational level and likes/dislikes etc. helps in designing programs for them. For example, in a program for rural women, we cannot talk about the expensive and

fashionable clothes of the elite. Similarly, interests of children are different from that of youth and old people. We cannot talk about issues of national security in programs meant for children. A program for youth needs to cater to their likes/ dislikes and the general problems being faced by them.

iv) **Check out similar contents:** Check out similar contents from the past. Ask yourself the question like: How your proposed content is different from the previous contents? Analyze the success and failures of the previous contents, learn from them and develop your content accordingly.

v) **Think smarter and modify content as per requirement:** Thinking smarter than the others is the only formula for being successful in the field of content development. The content preferences are changing rapidly. So, the production houses modify the content according to change in time, locations and audiences.

The general policy of broadcasting media programs related to women has been that the issues like gender equality and women empowerment must permeate such programs. Broadcasting organizations provide separate slots for women in which they arrange programs exclusively for women at a time when they are free from their daily routine.

Children's programs should have contents which are meant for children. Programs like singing competitions, quiz contests, music lessons, symposia on everyday science and travelogue etc. are some components of programs for teenagers.

All such modifications and management done by production houses help them in ensuring the success of their developed content.

vi) **Determine the basic value of the content:** Evaluate the overall value of your content. The content development requires big investments of time and money. The content writers and advertisers want something in return for their investment. Generally, the larger the potential audience, the more marketable a content will be to the content writers or an advertiser. For example, if an advertiser designs a product for young people i.e. athletic shoes or designer jeans, in that case, the content that draws a large percentage of this age group will be more valuable than a content that has a larger overall audience, but a lower percentage of young people.

vii) **Develop a content proposal:** Prepare a written proposal or script of your proposed content. Then revised your proposal a number of times keeping in view the viewers' appeal, pace and problems associated with special interest groups etc. Finally, a proposal or script emerges that is acceptable to everyone.

viii) Prepare a tentative schedule: Prepare a tentative schedule or time table listing the time allotted to each production step of the content. Not planning things out carefully might cause you to miss a critical deadline or possibly rendering the content production useless.

In short, content development is a crowded and competitive field. Everyone in this field is gunning to present the right project that will earn them a seven figure production deal. With the selection of appropriate strategy, support system and community, one can claim success in the field of content development.

In short, when writers and producers create television programs, they always have some genre or combination of genres in their mind, which has certain conventions that they follow. These conventions make it easier for the writers and producers to create new text and also help the viewers to understand what is going on in the text they create.

7.3 CHECK YOUR PROGRESS

Fill in the Blanks:

1. News is a singular word derived from a Latin word ………..
2. When a dog bites a man - that is not news. But when a ……….bites a dog- that is news. (Charles Dana)
3. …………..covers a story by answering the 5 'Ws'& 1 'H'.
4. The word 'documentary' was first coined by Scottish documentary maker ……….
5. Documentary film making can be used as a form of ………………………or personal expression.

7.4 LET US SUM UP

➢ Television genres refer to a class of television programs and a given program is an example of the genre. The scholarly interest in television genres has developed in the recent years because we have become concerned about how genres affect the creation of television programs.

➢ The term 'news' is very relative. Any information may be big news for someone while it may not be news for the other one. On the basis of content, news is divided into two types- Soft news and Hard news. News Value is the criterion on the basis of which a news producer takes the decision of selecting or rejecting any news. Every news story must have the essentials of accuracy, balance and objectivity.

➢ It is hard to explain what a feature is. Literally, a feature is a special part of something. It is about something or someone off beat and entertaining. Feature stories are emotional and allow all kinds of creativity and inventiveness. Broadcast features involve people, animals, events, anniversaries, products and scientific breakthroughs etc. It is usually interesting to view, sometimes funny, often useful and informative.

➢ A documentary is a film that deals with the relationships between people and their environment, people and their work, people and other people, and any combination of those relationship as seen in any society existing at the time of producing the film. Documentaries cover a wide range of topics. The basic steps of documentary production include- i) Brainstorming ideas and developing goals, ii) Researching story, iii) Choosing the interview subjects, iv) Making budget, v) Choosing equipment, vi) Writing the production plan and vii) Hiring crew. There are two ways of producing a documentary script: i) Pre- Shooting Script and ii) Post- Shooting Script. In short, Documentary film making can be used as a form of journalism, advocacy or personal expression.

➢ Interviewing is the central activity in modern journalism. It is the main means by which reporters and feature writers gather their material. Reporting is incomplete without interviews. In the field of television, conducting interviews is a way of bringing human element into television stories. It can be defined as a face- to- face meeting between a journalist and an interviewee. It is an art and it is best mastered progressively. In order to ensure the success of an interview, an interviewer has to follow some basic steps before, during and after the interview. In short, preparation and persistence are essential to master the art of interview.

➢ Debates and discussions are a great way to exchange ideas. They also help in improving one's knowledge and reasoning skills. Debates and discussions are important in a democracy. They can occur in public meetings, academic institutions, and legislative assemblies.

➢ A talk show is a television programming genre in which one person discusses the various topics put forth by a talk show host. Usually, guests consist of a group of people who are learned or who have experience with whatever issue is being discussed on the show for that episode. It is governed by a set of rules or guiding principles that make it distinct from any other form of TV—soap opera, news, or game shows and also from daily conversation. It is a form of rhetoric that is both private and public, personal and mass.

- The increasing diversity in television formats is paralleled by an increasing diversity in television program content. The creators of television programs generally focus on a particular audience and adapt the conventions of a genre to their purposes. When a particular television show becomes popular, other television production houses start imitating it, hoping to cash in on the popularity of the genre. In short, content development is a crowded and competitive field. With the selection of appropriate strategy, support system and community, one can claim success in the field of content development.
- In short, when writers and producers create television programs, they always have some genre or combination of genres in their mind that they follows. These conventions make it easier for the writers and producers to create new text and also help the viewers to understand what is going on in the text they create.

7.5 KEY WORDS

Voice Over: The audio narration on a video news story.

Bite: It is a very short piece of speech taken from a longer speech or an interview which is considered to be the most important point.

5W & 1H: Always answer the- who, what, why, where, when, and how- of the news.

Vox pop: The term Vox pop comes from the Latin word *vox populi* which means 'the voice of the people'. This type of interview is conducted to obtain diversified public opinion on a certain issue. The questions are asked from different people representing different age groups, races and classes etc.

Ticker: It is the earliest possible way of telling the news. In ticker, News lines scroll from right to left on the TV screen. A viewer can easily read these news lines while watching another news.

Crew: A group of people who work together.

7.6 SELF-ASSESSMENTS QUESTIONS (SAQS)
1. What is news? Discuss different formats of television news writing in detail.
2. What do you mean by News value? Describe different news values.
3. What do you understand by feature? Elaborate the similarities and dissimilarities between feature and news story.
4. Write down different steps of documentary production in detail.
5. What is interview? Mention the preparations which the interviewer has to do for conducting an interview.

6. Panel discussion is a way to present news. Elaborate.
7. What do you mean by Talk Show? Write down different principles which govern the television talk shows in detail.
8. Write a detailed note on the ways to develop content for audience specific programs.

7.7 FEEDBACK TO CHECK YOUR PROGRESS

1. Nova
2. Man
3. Hard News
4. John Grierson.
5. journalism, advocacy

7.8 REFERENCES/ SUGGESTED READINGS

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABHISEK GOEL
LESSON NO.: 8	VETTER: PROF HARISH ARYA
CAMERA INTRODUCTION	

LESSON STRUCTURE

8.0 Introduction

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8.0 INTRODUCTION

"If I could tell the story in words, I wouldn't need to lug around a camera."

- Lewis Hine

The camera was and is a tool used to capture events of people. Photos and videos taken with cameras are used to communicate, educate, preserve the history and moreover to tell stories. It is also a tool of everyday lives. When we browse an album on social media platforms like facebook, it means we have 'read' a kind of story.

In this chapter, we shall have a close look at the basics of camera so that we can maximize its potential.

8.1 LEARNING OBJECTIVES

The objectives of this chapter are as follows:

- ➢ To learn about the basics of a Camera
- ➢ To comprehend the technique on which a Camera operates
- ➢ To understand the basic component or parts of a Camera
- ➢ To identify different Camera mountings
- ➢ To know about the various types of Camera
- ➢ To understand the different Camera movements and angles
- ➢ To comprehend the different types of Shots
- ➢ To learn the technique of Focusing
- ➢ To know about the Depth of Field

8.2 BASICS OF CAMERA

When we talk about a Camera, the very first question that arises in our mind is what makes a camera work and what are its basic components. So, we shall first discuss the basic working principle of a camera and then highlight its basic components.

a)   How does a Camera works

A wide range of video cameras are available in the market nowadays, from lowly priced cameras to very sophisticated state of the art cameras. But all cameras, whether digital or analog, big or small work on the same basic principle. They convert the

optical signals that come into the camera in the form of light through lens into electrical signals which are recorded either on the tape or on the hard disk. These electrical signals are further reconverted into visible screen images by the television set. **(View Figure 8.1)**
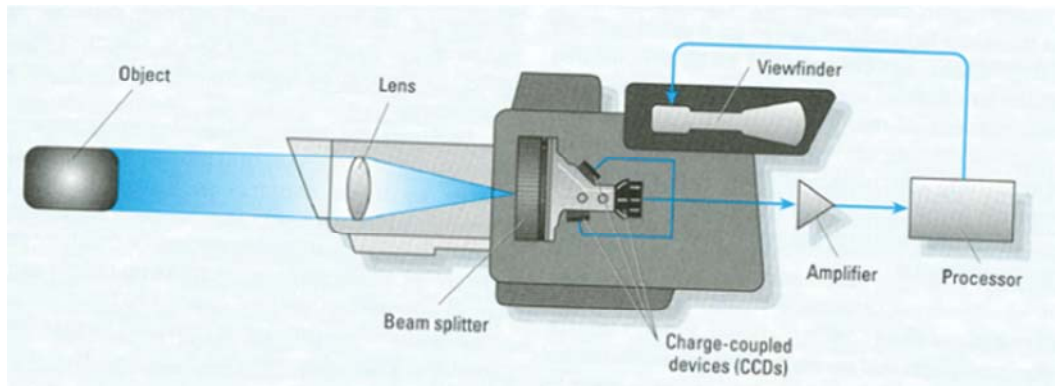
Figure 8.1 Basic working principle of the camera

The light reflected off the object is gathered by the lens and focused on the beam splitter, which consist of various prisms or filters that splits the white light of the image into red, green and blue beams usually referred to as RGB. These beams are directed towards their respective CCDs, which transform the RGB light into electrical RGB signals. These signals are amplified, processed and then reconverted into video pictures by the view finder**. (view figure 8.2)**

Figure 8.2. The beam splitter splits the incoming white light into RGB beams and directs them to their respective CCDs.

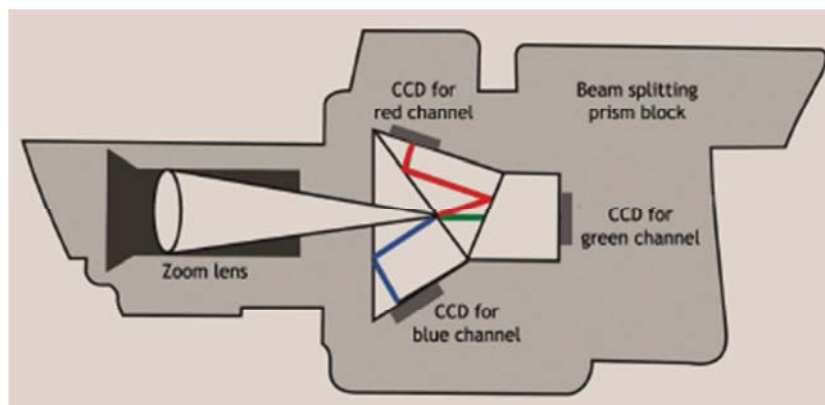**b) Basic Components of Camera**

All video cameras, despite their electronic complexity, consist of three main parts**: (i) Lens (ii) Imaging Device (iii) Viewfinder (view figure 8.3)**
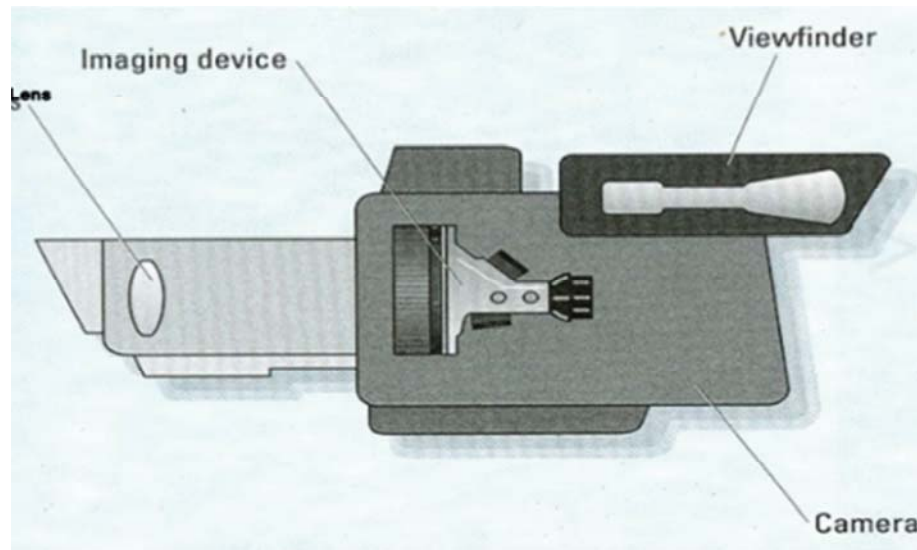
Figure 8.3 Main parts of the Camera

i. **Lens:** The lens handles all the light and the image that comes into the camera. It gathers light reflected by an object and concentrate it on the imaging device.

The quality and nature of a lens system is very crucial for the image that is captured by the camera. Most cameras come fitted with zoom lenses or variable focal length lenses which enables the camera person to shoot both wide angle and close shots without having to change lenses.

Most lens system have three separate adjustments that can be made manually or semi-automatically:

a. **Focus**- It adjusts the distance at which the image is the sharpest.

b. **Aperture**- It determines how much light will come into the camera through lens. It is also called Iris. The iris diaphragm, generally called the f-stop, is the opening that

can be made larger or smaller to regulate the amount of light admitted to the sensitive surface of the imaging device. The lower the f-stop number, the wider the opening and greater the amount of light entering the camera. The larger the f-stop number, the smaller the iris opening and lesser the amount of light entering the camera. **(view figure 8.4)** In other words, the size of the f-stop number has an inverse relation to the size of the iris opening.
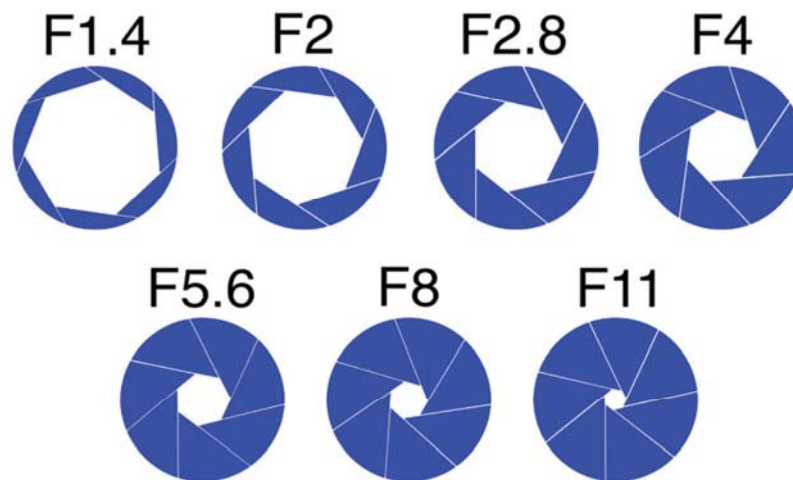
Figure 8.4 The size of aperture is smaller when we select a bigger f-stop no. and vice versa

c.   **Zoom**- It is a facility that helps a camera person to adjust the focal length of the lens. It aids the camera person in zooming in for closer shots and zooming out for wider shots. It is mostly marked 'T' for telephoto and 'W' for wide angle. When the lens is in the telephoto (T) position, the objects appear closer and magnified. When the lens is in the wide angle (W) position, shooting longer or wider shots is enabled.

 ii.   **Imaging Device:** When the light that enters through the lens got divided into the three primary (RGB) colors, each light beam is further transformed into electrical signals. The principal electronic component that converts light into electricity is called the *imaging device*. This imaging, or pickup, device consists of a small stamp -sized

solid- state device normally called a *chip* or a *Charged Coupled Device* (CCD). A CCD normally contains thousands or millions of image- sensing elements called *pixels* which are arranged in horizontal and vertical rows to transform light into an electric charge.

Pixels function very much like tiles that make up a complete mosaic image. The more the number of smaller tiles in the mosaic image, the clearer the picture. The same is true for CCDs: the more the number of pixels in the imaging chip, the higher the resolution of the video image.

iii.   **Viewfinder:** It is usually located on the top of the camera. It provides a view of the shot that is currently shot by the camera. The Viewfinder acts as a principal guide to picture quality and exposure. It enables the camera person to select, frame and adjust the shot to compose the picture. It also displays various indicators which tell us whether: we are recording or whether the light is adequate, the battery is charged and other information such as tape remaining, shutter speed, audio recording levels etc. The new versions of digital camcorders mostly have a liquid crystal display (LCD View finder). It is a small screen that allows a camera person to see recording in color.

8.2.2 CAMERA CONTROL UNIT (CCU)

 It is a remote control device which adjusts the signal sent from a camera. It is used when one is working on more than one camera at the same time.   In a multi- camera studio, the CCUs are all in the vision control area. So, the technical director can set up each camera to the desired signal levels and match its signal to that of the other cameras being used.

Each studio camera has its own camera control unit (CCU). The CCU performs two main functions: setup and control. During setup each camera is adjusted for the correct colour rendition, the white balance (manipulating the three colour signals so that they reproduce white correctly under a variety of lighting conditions), the proper

contrast range between the brightest and the darkest area of a scene, and the brightness steps within this range. Assuming that the cameras are set up properly and have fair stability (which means that they retain their setup values), the video operator (VO) usually need control only 'master black' or 'pedestal' (adjusting the camera for the darkest part of the scene) and the white level or iris (adjusting the f-stop of the lens so that it will permit only the desired amount of light to reach the imaging device). The video operator has two primary instruments for checking the relative quality of the colour signal: the *waveform monitor*, also called the *oscilloscope*, that displays the luminance (brightness) information and the *vector scope* that shows the chrominance (colour) signals. Both displays enable the VO to achieve optimal pictures.

8.2.3 CAMERA MOUNTINGS

The widespread technique of supporting the camera on one's shoulder has its limitations. Its success largely depends upon the camera operator's stamina. Even if the camera is small and light enough to carry in one's hand, one require to mount it on a camera support system whenever possible. Using a camera support system also called mount will reduce fatigue and especially prevent unnecessary and distracting camera motion. Despite having certain limitations, camera mountings help the camera persons to shoot the event in a desired manner.

The most common camera mounts are as follows:

a.   **Monopod:** The monopod is a single pole or a single 'pod' onto which one can mount a camera. It is suitable for light weight cameras and can be easily carried. It consists of a collapsible metal tube of adjustable length which can be adjusted to any convenient length. The advantage of such a camera support system is that it can be set up in less than a minute. It also offers a welcome relief during long

hours of shooting. The main disadvantage of the monopod is that it is not self-supporting. **(view figure 8.5)**

Figure 8.5 The monopod is designed to take the weight off the shoulder by letting you balance on a single pole.

b. **Tripod:** As the name suggests, the tripod is a three- legged device for supporting a camera. A tripod has three collapsible legs (pods) that can be individually adjusted at the desired height. The adjustable legs allow the tripod to be leveled even on uneven or rough surfaces such as steep driveway, bleachers or stairs. Mounted on the top of the three legs is a tripod head- a device with a handle that allows a camera to pivot smoothly. Most tripod have a built- in *spreader* that prevents the tripod legs from spreading and collapsing under a heavy load. **(view figure 8.6)**

The tripod is simple, robust and can be folded up and easily transported.   It is used extensively for all types of field work. Tripods are a great help when used properly but they are also not full proof. They can easily fall over especially in windy conditions. So it is safer to drop the tripod to its lowest level.

Figure 8.6. The tripod with a built-in spreader that can be put on the level floor

c. **Camera pedestal**: A pedestal (ped) is the most widely used studio camera mount. It consists of a central column of adjustable height which is fixed to a three wheeled based and guided by a steering wheel. **(view figure 8.7)**

Pedestal designs range from light weight hydraulic columns on casters to heavy weight designs for large cameras. The ideal pedestal is designed to move the camera quickly, smoothly, easily and quietly around the studio floor. With a studio pedestal a person can move the camera in all directions and elevate and lower the camera while on the air. The camera pedestal by pulling up or pressing down the steering ring can raise or lower the height of the camera. This camera action is called *ped up* and *ped down*.

Figure 8.7 Studio pedestal permits the smooth and quick movement of camera

(Photo courtesy https://www.turbosquid.com/)

d. **Dolly**: A dolly is a unit with wheels on it, to which a tripod can be attached. Once the tripod is on a dolly, it can be moved along smoothly in any direction. **(view**

figure 3.8) When a director wants a camera operator to move the camera in closer to the subject or to back away from it, the expressions used are *dolly in* and *dolly out.* Dollies come in various sizes. Usually one person drives or pulls the dolly while another operates the camera. They are excellent for moves that involve going forward and backward.

Figure 8.8 A tripod dolly attached to the legs of the tripod which permits quick repositioning of the camera.

e. **Cranes and Jibs:** Cranes are large pieces of equipment that can lift the camera to great heights, and lower it down again. Most cranes can move forwards, backwards, sideways and in arcs. They are normally used outdoors or in huge studios to capture top angle shots. Although a crane is desirable for creative camera work but large camera cranes are cumbersome, need a lot of room to maneuver and require skilled and closely coordinated crews. Today, relatively few TV studios make use of such camera cranes. **(view figure 8.9)**

The smaller lightweight jibs are preferred because they can satisfy most of the director's aims. Jibs are more compact, much more portable and a lot less costly to buy or hire. They have proved to be extremely adaptable both in the studio and in the field. They can perform almost all the functions of a crane. Furthermore the camera on a jib arm may be handled by a single operator. Jibs can support the camera at any height within its range, moving smoothly and rapidly from just above floor level up to its maximum and swing around over a 360 degree arc. Cranes and jibs can be controlled both manually and through a remote.

Figure 8.9 Camera cranes are used to capture top angle shots

f. **Track & Trolley:** As the name suggests, this equipment has a track and a platform on which the camera is mounted. It is used mainly in film productions. It requires a great amount of practice to work on the track and trolley because speed and control of the camera are a crucial factor in executing track shots. Track and trolleys are used for truck shots like dollies. **(view figure 3.10)**

Figure 8.10 Track and trolley has a platform or track on which camera is mounted.

8.2.4 TYPES OF CAMERA

Video cameras today come in a wide variety of shapes and sizes that suit all kinds of different situations. Video cameras have undergone and are undergoing several transformations. Besides becoming cost – effective and shrinking in size, they have come to record better videos in all situations. Earlier one had to record video on tapes. Today, video tapes are dinosaurs. Not only they are expensive to maintain, but they also occupy a lot of space. Technology has made it possible for video to be recorded on a variety of media like re- recordable DVDs, in – built hard disks and high volume chips and cards.

Recording on DVDs has its advantages but it cannot be put to professional use. Other cameras record on in- built hard disks and are normally marked 'HDD' meaning hard-disk drive. One advantage of such cameras is that one does not have to invest repeatedly on video tapes.

There are high-end professional grade cameras that have begun to use removable recording media. They use what are called solid- state memory cards or chips. These memory cards come in different capacities- 16 GB, 32 GB and 64 GB. The larger the capacity of the memory cards, the greater the quantity of video they can shoot. Although small in size, these cards can record great volumes of very high quality video.

On the basis of their electronic makeup, cameras can be grouped either as analog or digital.

1)   Analog versus Digital Cameras

Although most of the cameras are digital nowadays but many analog cameras are still in use because of their high initial cost (such as Sony Betacam) and their remarkably good picture quality (such as S- VHS and Sony Hi8 camcorders). The cameras whether analog and digital, large and small, start out with an analog video signal. The light that is transported through the lens to the beam splitter and from there to the imaging device remains analog throughout. In analog camera, signals are recorded on analog tape and recorder. In digital camera, RGB video signals are digitized and recorded on a digital tape or hard drive.

On the basis of their functions, cameras can be classified as either studio cameras or ENG/ EFP cameras or camcorders.

2) Studio Cameras, ENG/EFP Cameras and Camcorders

Studio Camera is generally used to describe high- quality cameras including high-definition television (HDTV) cameras. Studio cameras have high- quality lenses and CCDs. Their picture quality is controlled by CCU. Studio cameras are too heavy to be carried and are mounted on a tripod or studio pedestal. These cameras are used for various studio productions such as news, interviews and panel shows etc. but one can

also see these cameras used in concert and convention halls, football, baseball and cricket stadiums etc.

The **Electronic News Gathering (ENG) and Electronic Field Production (EFP)** cameras are portable which means that they are either carried by a camera operator or put on a tripod. These cameras are designed to produce high- quality pictures that can be recorded on a separate VTR or disk recording device that is docked with the camera.

ENG cameras are generally used for news gathering. These are often equipped with a microphone and camera light and are used to shoot interviews and breaking news. EFP cameras are used for non-news productions such as program inserts, documentaries and commercials etc. EFP can also be used for a multi-camera production.

Camcorders are the main type of camera that are used today in television productions. As high- quality camcorders are available at low prices, these have been adopted for both studio and location production. They can also be used in multi-camera productions.

On the basis of features, cameras are generally sorted into three categories: consumer, prosumer and professional.

3) **Consumer, Prosumer and Professional Cameras**

Consumer cameras are normally available in electronic store and are usually priced around 30000. Many of the features present in professional cameras are absent in these cameras because these are mostly used by enthusiasts who wish to document the various important events in their lives. Such video are usually edited on the home computer and the end product is for private viewing with friends and relatives.

Prosumer video cameras come with a couple of features absent in consumer grade cameras. They record better videos and filmmakers with low budgets consider using these cameras. Such cameras are mostly used in educational institutions that cannot afford to keep upgrading technology. Documentary films, short film-makers and amateurs use these cameras to express themselves. A prosumer grade video camera costs around 100000.

Professional cameras too come in varying sizes. What sets them apart, from consumer cameras, is their ability to record high-resolution video and crystal clear audio. Such cameras are used to shoot corporate videos, music albums, documentaries, entertainment programmes etc. mostly for broadcast purposes. Such cameras cost above 200000.

8.2.5 CAMERA MOVEMENTS

The physical movement of a camera in a variety of ways serves both aesthetic and functional objectives. It is usually prompted either to add visual interest, to express excitement, to increase tension or curiosity, to provide a new subject of interest, or to provide a change of viewpoint. In short, camera movement always provides new information. It is important to use camera movements judiciously. Otherwise, the filmmaker will run the risk of distracting the viewer away from the content with a number of moving shots.

The different camera movements are as follows:

1.   **Pan:** Pan stands for panorama. It is the most common movement of camera. Panning refers to the horizontal movement of the camera- left to right or vice versa- when the pedestal/ tripod stays stationary. **(View figure 8.11 b)**

This movement does not involve the movement of the camera mount. The pan is often used to give visual variety among a number of static shots but the main use of a pan is to show spatial relationship between two subjects or areas.

2.	**Tilt:** Another simple camera movement is the tilt. Tilting refers to the vertical movement of the camera- up and down- when the pedestal/ tripod stays stationary. **(View figure 8.11 a)** The tilt provides a view of the elements lying above and below the field of view. It's used to emphasize height or depth, to follow an action, to survey the face of a building or the length of a human body, and to show the relationship between one place or object and the another.

Usually, things of height cannot be covered in one shot. But tilting enables us to show the full length of the subject. For example, if a building is very high, we tilt up or tilt down the camera to show the complete height.

3.	**Dolly in/ Dolly out:** Also called '*track in*' and '*track out*', dolly in/ dolly out is the combined physical movement of the camera alongwith the pedestal/ tripod. The camera and the pedestal are mounted on a track and trolley that moves the camera either towards or away from the principal object. Moving the camera towards or away from the subject alters the size relationships between the objects in the foreground and the background. When the camera is moved closer to the subject, the expression used is *dolly in* and when the camera is moved away from the subject, it is called *dolly out.* **(View figure 8.11 d)**

4.	**Truck left/ Truck right:** Trucking is like dollying, but it involves motion left or right. Also called 'crab left' and 'crab right', truck left/ truck right involves the lateral movement of the camera and the tripod mounted on a track and trolley. In this case, the camera moves sideways on its mount along with the subject. **(View figure 8.11 e)** It is mainly used to follow the subject moving across the screen. Trucking creates a feeling of observation or inspection. For example when two persons engaged in a dialogue are walking across the frame, a truck shot looks as if a third person is listening to their conversation.

5.   **Arc right/ Arc left:** As the name suggests, the angular movement of both the camera and the tripod mounted on a track and trolley is called an arc movement. Arcing is used to add drama to a film sequence and it increases the intensity of the narrative. It is greatly effective in filming a moving object.

6.   **Zoom in/ Zoom out:** In zoom in/ zoom out, the camera and the tripod remains steady but the combination of lenses in the camera head moves forward and backward in order to get closer or farther away from the object. Zooming involves changing the focal length of the lens to make the subject appear closer or farther away in the frame. Zooming in simply magnifies the central portion of the field of view, keeping intact the existing size relationships. Similarly, zooming out results in diminution of the subject due to the widening of the field of view.

7.   **Pedestal up/ Pedestal Down:**   When the camera mounted on a pedestal moves up and down without changing its vertical or horizontal axis, it is referred to as ped- up or ped- down movement of the camera. **(View figure 8.11   c)**   Such movements help to achieve top- angle or low- angle shots within a frame. A ped-up position means moving the camera up and 'look down' at the subject. Similarly, a ped- down position would mean moving the camera down to 'look up' at the subject. A ped- up position of the camera helps in seeing over the foreground objects and also the overall action. A ped-down position does exactly the opposite.
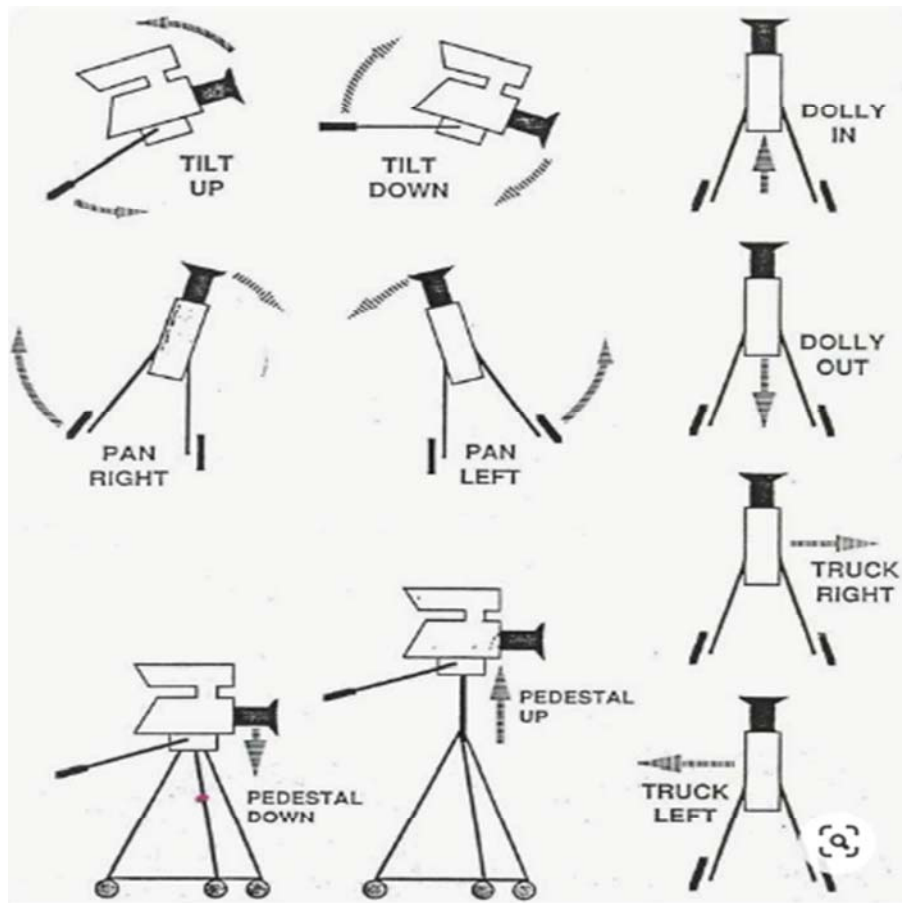
Figure 8.11 Camera Movements a) Tilt Up and Tilt Down, b) Pan Right and Pan Left

   c) **Pedestal up and Pedestal down**   d) **Dolly in and Dolly out**

   e) **Truck right and Truck left**

8.2.6 CAMERA ANGLES

Variations in camera angle give the camera person a way to maintain and enhance the visual interest of the viewer from one shot to the next. It also influence the viewer's psychological response to subjects. The height at which the camera is perched give us

three possible positions of the camera- **Eye level, Low level and High level**. The **low level** and **high level** shots are also called the **low angle** and **high angle** shots.

a.   **Eye level:** When the camera is at the eye level, the gaze of the person with in the frame meets that of the audience. **(view figure 8.12 b)** They feel at par with the character in the frame. This is the most common shot used in television.

b.   **Low angle:** When the camera is at low angle and looking up, the subject gains stature and the audience has the impression of a powerful and dominant character towering over them. **(view figure 8.12 c)** Villains in a film are mostly shot in low angle when shown for the first time. These shots make the subject appear more important and very strong. In other words, these shots make the viewer feel inferior.

 c.   **High angle:** When the camera is at the high angle and looking down, the character appears diminished within the frame, almost subdued with a sense of helplessness. **(view figure 8.12 a)**   A labourer or woman being exploited is normally filmed using the top angle. These shots give the viewer an impression that the subject is less significant, weak or even inferior.
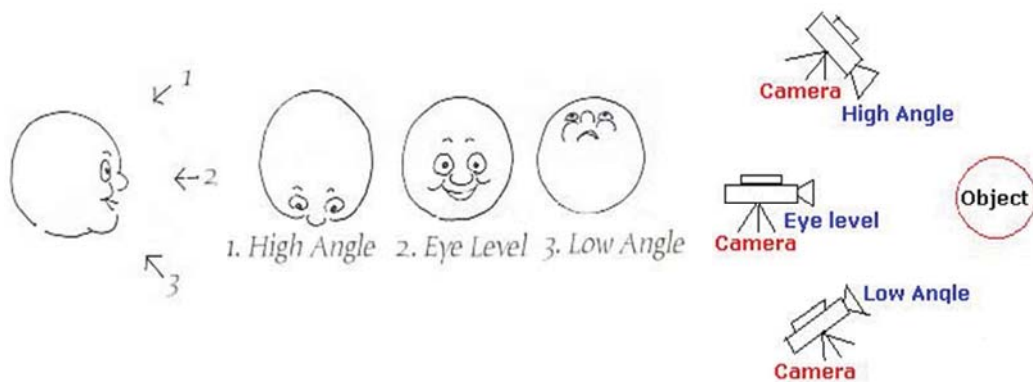

Figure 8.12 Camera Angles – a) High angle   b) Eye Level   c) Low angle

8.2.7 CAMERA SHOTS

A camera shot is composed of the series of frames that are shot uninterrupted from the moment the camera starts rolling until it stops. Camera shots are an essential aspect of filmmaking and video productions because by combining different types of shots, angles and camera movements, the filmmakers are able to emphasize specific emotions, ideas and movement for each scene.

Television and film use different kinds of shots. The director and the camera person needs to have the ability to visualize a shot in a given location from any position without actually going to that particular spot.

Shots are classified as follows:

1.   **Extreme close up (XCU or ECU) :** The XCU is a detail of a face. For example, one eye, two eyes, the mouth, or perhaps an ear. **(view figure 8.13)** The detail fills most of the entire frame. This shot is not very common because the usefulness of this shot is limited. The shot poses problems in editing a dramatic sequence.
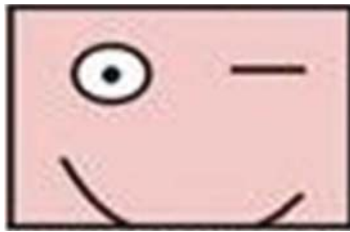
Figure 8.13 Extreme close up shot (XCU)

2.   **Close up (CU):** The CU is a dramatic shot which emphasizes the facial reactions and emotions of the subject. It is usually a full-face shot which includes the shoulder line. **(view figure 3.14)** If the subject a person, the face covers most of the frame.
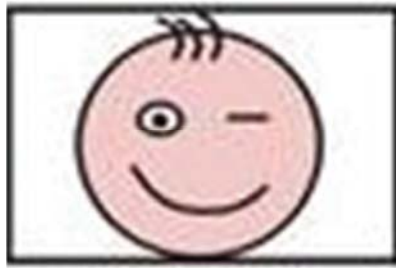
Figure 8.14 close up shot (CU)

3.   **Medium close up (MCU):** The medium close up frames the subject at the lower chest just below the armpit. It favours the face but still keeps the subject somewhat distant. It is used to show reactions and indicate what the subject is feeling. **(view figure 8.15)**

 The MCU usually takes one of the two forms: either facing the camera, known as 'direct to camera', or 'three quarter profile'. In editing for T.V., the MCU and the medium shot (MS) are the most commonly used shots.
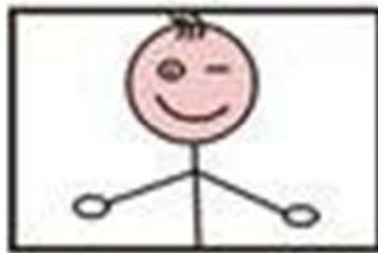
Figure 8.15 Medium close up shot (MCU)

4.   **Medium Shot (MS):** The MS is sometimes known as the 'mid shot', or 'waist shot'. It is one of the most commonly used shots. This shot is composed from the subject's waist and slightly below. **(view figure 8.16)**

It is used to help the viewers easily recognize the subjects and also see what they are doing with their hands.

Figure 8.16 Medium shot (MS)

5.   **Medium long shot (MLS):** The MLS is sometimes known as the 'knee shot'. It is generally a movement shot. It frames the subject slightly above or slightly below the knee but never on the knee. **(view figure 8.17)** It is used to clearly show body gestures especially the arms.

Figure 8.17. Medium long shot (MLS)

6.   **Long shot (LS):** The long shot is sometimes known as 'wide shot'. It frames the entire body of the subject and a very short distance above and below. **(view figure 8.18)**

The LS is often used as an introductory shot mainly the subject is close enough to be recognized and far enough away to give some geography to a scene. It is used to

establish the location and enable the viewers to follow the action with in the frame. In this shot, the subject can be seen in full but details are still missing.

Figure 8.18. Long shot (LS)

7.   **Extreme long shot (XLS or ELS):** This shot is also called 'the geography shot'. In this shot, the subject is so small in the frame that it is totally unrecognizable. In other words the background dominates the subject. **(view figure 8.19)** It is often used at the beginning of a film or a sequence as an establishing shot to show where the action is taking place.

Figure 8.19 Extreme Long shot (XLS)

8.   **Two shot (2S):** When more than one person are included within the frame, the framing may be referred to as two- shot (2S). The 2S generally contains two people, either facing camera or each other. **(view figure 8.20)** It is good for establishing a relationship between subjects. A two-shot could also involve movement or action. It is a good way to follow the interaction between two people without getting distracted by their surroundings. It is often used in interviews or when two presenters are hosting a show.
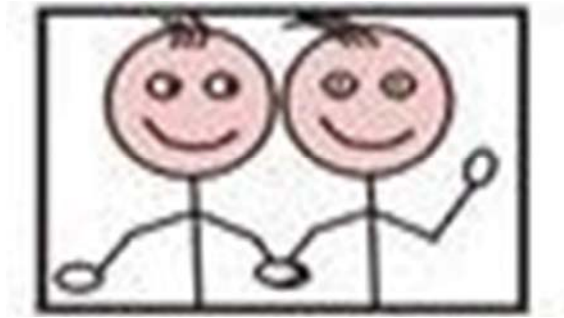
Figure 8.20 Two Shot (2S)

9.   **Over the shoulder shot (OSS):** This shot is a development of the 2S. It takes the form of two people, one of which stands with his or her back to the camera. **(view figure 8.21)**

This shot is framed from behind a person who is looking at the subject. It helps   to establish the position of each person, and get the feel of looking at one person from the other's point of view. It's common to cut between these shots during a conversation, alternating the view between the different speakers. In short, this is a subjective shot.

Figure 8.21 Over the Shoulder Shot (OSS)
Photo courtesy http://rhysfilmandmedia.blogspot.com/

8.2.8 FOCUSING

Focusing means to adjust the lens of the camera to produce the sharpest and the clearest possible image of the subject. Focus is directly related to the distance between the subject and the camera lens. If the camera moves closer or away from the subject, the focus may have to be changed.

The focus is altered by changing the distance between the camera's lens and its light gathering surface (the CCD or tube) inside the body of the camera. To do this, the lens is eased forward or backward by turning the focus ring located at the front end of the lens barrel. There are markings on the focus ring which indicate settings for different distances between the subject and the camera. The markings on the focus ring are usually written in both metres and feet and range from about 1 m (3 ft) to infinity. These markings are helpful in setting the focus.

With a prime lens, focusing is done by altering the distance between the lens and the camera's sensor chip. With the zoom lens, focus adjustment is done by readjusting the positions of internal lens elements.

- **Auto Focus**

Consumer and prosumer cameras (camcorders) usually have automatic focusing features. Auto focus is particularly useful when we move around with a hand held camera, as it maintains focus wherever we moves, allowing us to concentrate on framing the shot.

Professional cameras usually do not have auto focus feature because there are a number of inherent problems associated with auto focus. Auto focus assumes that the subject is in the centre of the frame. If it is not so, auto focus sets focus according to whatever is in the centre of the frame, no matter how irrelevant the object is, leaving the subject defocused. Hence, it can many times give wrong focus setting.

Autofocus can give the wrong results if:

➢ The image has lots of horizontal stripes.

- ➤ The subject has very reflective surfaces, like chrome or glass.
- ➤ The image has very little contrast, like a pale wall.
- ➤ The subject is quite dark.
- ➤ It is night time.

8.2.9 DEPTH OF FIELD

The distance between the nearest and the farthest areas of focus is called the *depth of field.* Adding depth to the shot makes it more credible, aesthetically pleasing and real. The depth can be huge or shallow requiring the camera operator to readjust the focus every time the subject moves forward or backward.

The depth of field is dependent on (i) lens angle, (ii) the iris (aperture) setting and (iii) the distance between the camera and the object.

i. **Lens Angle affects Depth of Field**

Wider lens angles (short- focal- length) give a greater depth of field. This means that when the camera is zoomed out, the subject will be able to move forward and backward across a considerable range and still be in focus.

Narrower lens angles (long- focal- length) give a smaller depth of field. This means that when the camera is zoomed in, the acceptable focus range for the subject will decrease.

ii. **Iris (Aperture) Setting affects Depth of Field**

The more open the iris (the wider the aperture, f-stop no. small) the shallow will be the depth of field. Conversely, the smaller the iris opening (the narrower the aperture, f-stop no. big) the greater will be the depth of field.

iii. **Camera- to-object distance**

The closer the camera is to the object, the shallower the depth of field. The farther the camera is from the object, the greater the depth of field.

In short, a camera captures still photographs or videos either on film or digitally. The importance of the camera is not in the device itself, but in what it

produces. A picture is worth a thousand words. Photos and videos taken with cameras are used to communicate and tell stories. Hence, it is a tool of day to day lives.

8.3 CHECK YOUR PROGRESS

Fill in the Blanks

1. ………….is directly related to the distance between the subject and the camera lens.
2. A single pole or a single 'pod' on which camera can be mounted is called …………..
3. Most tripod have a built- in ……………that prevents the tripod legs from spreading and collapsing under a heavy load.
4. Focusing means to adjust the …………of the camera to produce the sharpest and the clearest possible image of the subject
5. The distance between the nearest and the farthest areas of focus is called the ………...

8.4 LET US SUM UP

➢ The camera was and is a tool used to capture events of people. Photos and videos taken with cameras are used to communicate, educate, preserve the history and moreover to tell stories. All cameras, work on the same basic principle. They convert the optical signals that come into the camera into electrical signals which are recorded either on the tape or on the hard disk. These signals are amplified, processed and then reconverted into video pictures by the view finder**.**

➢ All video cameras consist of three main parts: (i) Lens   (ii) Imaging Device (iii) Viewfinder

- Each studio camera has its own camera control unit (CCU). The CCU performs two main functions: setup and control. It is used when one is working on more than one camera at the same time.

- Camera mountings help the camera persons to shoot the event in a desired manner. It also reduces fatigue and unnecessary and distracting camera motion. The most common camera mounts are: a) Monopod, b) Tripod, c) Camera pedestal, d) Dolly, e) Cranes & Jibs, f) Track & Trolley.

- Video cameras today come in a wide variety of shapes and sizes that suit all kinds of different situations. On the basis of their electronic makeup, cameras can be grouped either as analog or digital. On the basis of their functions, cameras can be classified as either studio cameras or ENG/ EFP cameras or camcorders. On the basis of features, cameras are generally sorted into three categories: consumer, prosumer and professional.

- The physical movement of a camera in a variety of ways serves both aesthetic and functional objectives. It is important to use camera movements judiciously. Otherwise, the filmmaker will run the risk of distracting the viewer away from the content with a number of moving shots.The different camera movements are: a) Pan, b) Tilt, c) Dolly in/Dolly out, d) Truck left/ Truck right, e) Arc right/ Arc left, f) Zoom in/ Zoom out, g) Pedestal up/ Pedestal down.

- Variations in camera angle give the camera person a way to maintain and enhance the visual interest of the viewer from one shot to the next. It also influence the viewer's psychological response to subjects. The height at which the camera is perched give us three possible positions of the camera- a) Eye level, b) Low level and c) High level. The low level and high level shots are also called the low angle and high angle shots.

- Camera shots are an essential aspect of filmmaking and video productions. It is composed of the series of frames that are shot uninterrupted from the

moment the camera starts rolling until it stops. Television and film use different kinds of shots. The director and the camera person needs to have the ability to visualize a shot in a given location from any position without actually going to that particular spot. Shots are classified as follows: a) Extreme close up (XCU or ECU), b) Close up (CU), c) Medium close up (MCU), d) Medium Shot (MS), e) Medium long shot (MLS), f) Long shot (LS), g) Extreme long shot (XLS or ELS), h) Two shot (2S), i) Over the shoulder shot (OSS).

➢ Focusing means to adjust the lens of the camera to produce the sharpest and the clearest possible image of the subject. Focus is directly related to the distance between the subject and the camera lens. The focus is altered by turning the focus ring located at the front end of the lens barrel. There are markings on the focus ring which are helpful in setting the focus. Consumer and prosumer cameras (camcorders) usually have automatic focusing features. Auto focus is particularly useful when we move around with a hand held camera, as it maintains focus wherever we moves, allowing us to concentrate on framing the shot.

➢ Adding depth to the shot makes it more credible, aesthetically pleasing and real. The distance between the nearest and the farthest areas of focus is called the *depth of field.* The depth can be huge or shallow requiring the camera operator to readjust the focus every time the subject moves forward or backward. The depth of field is dependent on (i) lens angle, (ii) the iris (aperture) setting and (iii) the distance between the camera and the object.

8.5 KEY WORDS

1.   **CCD :** The imaging, or pickup, device consists of a small stamp -sized solid-state device normally called a *chip* or a *Charged Coupled Device* (CCD). A CCD normally contains thousands or millions of image- sensing elements called *pixels*

which are arranged in horizontal and vertical rows to transform light into an electric charge.

2.   **CCU :** It is a remote control device which adjusts the signal sent from a camera. It is used when one is working on more than one camera at the same time.   In a multi- camera studio, the CCUs are all in the vision control area. So the technical director can set up each camera to the desired signal levels and match its signal to that of the other cameras being used.

3.   **PAN:** Pan stands for panorama. It is the most common movement of camera. Panning refers to the horizontal movement of the camera- left to right or vice versa- when the pedestal/ tripod stays stationary.

4.   **TILT:** Tilting refers to the vertical movement of the camera- up and down- when the pedestal/ tripod stays stationary. The tilt provides a view of the elements lying above and below the field of view.

5.   **Focusing:** Focusing means to adjust the lens of the camera to produce the sharpest and the clearest possible image of the subject. Focus is directly related to the distance between the subject and the camera lens. If the camera moves closer or away from the subject, the focus may have to be changed.

6.   **Autofocus:** Consumer and prosumer cameras (camcorders) usually have automatic focusing features. Auto focus is particularly useful when we move around with a hand held camera, as it maintains focus wherever we moves, allowing us to concentrate on framing the shot.

7.   **Depth of Field:** The distance between the nearest and the farthest areas of focus is called the *depth of field.* Adding depth to the shot makes it more credible, aesthetically pleasing and real. The depth can be huge or shallow requiring the camera operator to readjust the focus every time the subject moves forward or backward.

8.6 SELF-ASSESSMENT TEST

1. Explain the working of a camera in detail.

2. What are the basic parts of a video camera? Elaborate.
3. Write a detailed note on Camera Control Unit (CCU).
4. What do you mean by camera mounting?
5. Classify Cameras on the basis of their electronic make up, functions and features.
6. What is camera movement? Write down different camera movements in detail.
7. Discuss different Camera Angles in detail.
8. What do you understand by camera shot? Briefly discuss the different camera shots.
9. Write a brief note on Focusing. Also mention the advantages and disadvantages of Auto focus.
10.　 What do you mean by Depth of Field? Also discuss the factors that influence it.

8.7 FEEDBACK TO CHECK YOUR PROGRESS

1.Focus

2.Monopod

3.Spreader

4.Lens

5.Depth of field

8.8 REFERENCES/ SUGGESTED READINGS

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. SUNAINA
LESSON NO.: 9	VETTER: PROF. HARISH ARYA
INTRODUCTION TO ADVERTISING	

STRUCTURE

In this lesson, we shall discuss some basic aspects of advertising. We shall discuss some definitions. Then we shall focus on the attributes and role of advertising. Finally, we shall try to understand the types of advertising. The lesson structure shall be as follows:

9.0 Introduction

9.1 Objectives

9.2 What is Advertising?

      9.2.1 Attributes of Advertising

      9.2.2 Objectives of Advertising

      9.2.3 Function of Advertising

      9.2.4 Role of Advertising

      9.2.5 Types of Advertising

9.3 Check your Progress

9.4 Let us sum up

9.5 Key Words

9.6 Self-Assessment Test

9.7 Feedback to check your progress questions

9.8 Reference/Suggested Readings

9.0 INTRODUCTION

Advertising is omnipresent; it is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us.

From morning to night, in our every work we are using advertised goods and services such as tea, coffee, toothpaste, toothbrush, bread, butter, laptop, speakers, banks and insurance, etc. These all are advertised goods and advertising draw attention to any object. Through an advertisement, the advertiser spread his ideas among customers. Advertising is used for communicating information to the present and prospective customers. Advertisement is essential for both the sellers and the buyers.

In the modern age of large scale, production sellers cannot think of increasing sales of their products without advertising them. It is because tough competition and fast changes in technology are available in the market.

If we don't use advertising, many companies and products would simply close and with them, billions of jobs would vanish. So advertising is there, strong and still growing as a force that keeps the business going and influences society in a big way.

9.1 LEARNING OBJECTIVES

After reading this lesson, you will be able to:

- ➢ Define advertising and its attributes.
- ➢ Know the objective of Advertising.
- ➢ Discuss the role of Advertising.
- ➢ Explain the different types of advertising.

9.2 WHAT IS ADVERTISING?

What is advertising? It is an important question for all because it is differs from organization to organization from product to product and from person to person. For the layperson, television commercials, radio jingles, and print advertisements are advertising. For some personal selling is advertising. For others sales promotion is advertising. But for an educated observer, it is more than a sales message that occupies the space in and around news stories, magazine features, and TV programmes.

In a way, advertising is simple. It's about creating a message and sending it to some-one for hoping they will react in a certain way. It creates lifestyles. It involves people with products. It aims at building relationships between customers and brands.

Prof. James E. Littlefield and Prof. C. A. Kirkpatrick in their book define advertising as follows: 'Advertising is mass communication of information intended to persuade buyers to maximize the profit'. This definition is not complete.
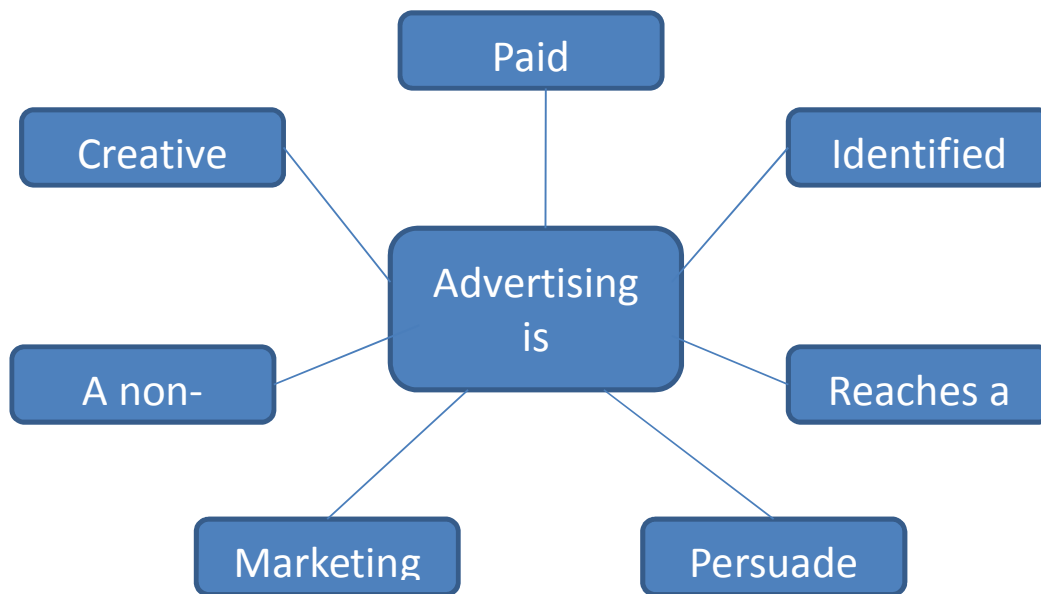
Fig. 1.1 Define Advertising

American Marketing Association (AMA) developed the most acceptable definition of advertising: 'Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor'.

It presents an explanation of what advertising is. The keywords describing this definition are:

Any form: Advertising can take any of the following forms of presentation. It could be a sign, symbol, illustration, verbal message, etc. advertising can be any form that best conveys the message.

Non-personal: The message is conveyed through many different kinds of mass media. Which are largely non-personal? It means that advertising isn't directed to a specific person, although this is changing with the introduction of the Internet and more interactive media.

Goods, services or ideas: Advertising promotes goods, services, and ideas. It also promotes persons and parties (political advertising), places and events as well as institutions (corporate advertising).

For Action: This phrase denotes the action-oriented nature of advertising. Most advertising tries to persuade or influence the consumer to do something, although in

some cases the point of the message is simply to inform consumers and make them aware of the product or company. In other words, it is strategic communication driven by objectives, and these objectives can be measured to determine whether the advertising was effective.

Paid for: Advertising is always a paid form of communication. It is not free. Some forms of advertising, such as public service announcements (PSAs), used donated space and time. So it is distinguished from free publicity.

By an identified sponsor: A lot of publicity and propaganda are done by people or groups who do not identify themselves. In such cases, a kind of manipulative or malicious intent is associated. However, in the case of advertising, no such intent is present as the sponsor is always identified. We always know who is the advertiser.

A modern definition then would be: 'Advertising is paid persuasive communication that uses non-personal mass media as well as other forms of interactive communication to reach broad audiences to connect an identified sponsor with a large audience'.

9.2.1 ATTRIBUTES OF ADVERTISING

Advertising can be effective if it has the following attributes:

- ➢ Being likeable
- ➢ Being believable
- ➢ Being easy to understand
- ➢ Being unique & distinctive
- ➢ Providing new information
- ➢ Having an appetite appeal
- ➢ Offering good deals
- ➢ Motivating purchase interest
- ➢ Improving the image
- ➢ Overall basis

9.2.2 OBJECTIVES OF ADVERTISING

Before we discuss the functions of Advertising, let us discuss the main objectives of advertising. They are, to inform, to persuade and to remind.

To Inform

- ➢ Telling the market about the new product.
- ➢ Suggesting new user for the product

- ➢ Informing the market for a price change
- ➢ Explaining how the products work.
- ➢ Describing available service.
- ➢ Building the company image.

To Persuade

- ➢ Building brand preference
- ➢ Encouraging switching brand
- ➢ Changing customers' perception of a product attribute.
- ➢ Persuading customers to purchase.
- ➢ Persuading a customer to receive a sales call.

To Remind

- ➢ Reminding consumers that the product may be needed soon.
- ➢ Reminding them where to buy it.
- ➢ Reminding how to check for quality (originality).
- ➢ Keeping in their minds during off-seasons.
- ➢ Maintaining its top-of-mind awareness.

9.2.3 THE FUNCTION OF ADVERTISING

Advertising is an exciting and truly challenging job in today's scenario; It is a powerful communication force and vital marketing tool. Advertising is the process of spreading information about the products among the potential buyers through a medium like Newspaper, Magazine, TV, Radio & Social media to maximize sales. While looking at advertising's roles in society has given us the big picture, but now it is necessary to know what an advertiser might expect from advertising. From the advertiser's perspective, advertising, in general, performs many other objectives. These are:

- ➢ To announce a new product.
- ➢ To provide product and brand information.
- ➢ To build awareness of products and brands.
- ➢ To encourage the buyers to buy.
- ➢ To create demand for the product.
- ➢ To increase immediate sales.
- ➢ To provide information to consumers about various concessions such as discounts, price cuts & gifts etc.
- ➢ To popularize brand name and brand loyalty.

- To create a business Image.
- To Increase market share.
- To inform buyers about product modifications and alterations.
- To explain how to use the product.
- To promote sales during the off-season.
- Increase sales during the festival season.
- To remind the buyers about the company and its product.
- To reinforces past purchases and brand experiences.

9.2.4 ROLES OF ADVERTISING

Advertising plays four major roles in business and society. These are:

- Marketing Role
- Communication Role
- Economic Role
- Societal Role

MARKETING ROLE

The strategic process in business uses to satisfy consumer needs and wants through goods and services is called marketing. To reach its target audiences and for selling the company's product such as goods (computer, soap), services (restaurant, insurance) and an idea (support an organization, believe in a candidate) marketing department is responsible.

The tools available to marketing include the product (the way it is designed, packaged and how it performs), its price, and the means used to distribute or deliver the product to a place where the consumer can buy it. Marketing also includes a method for communicating this information to the consumer called marketing communication or promotion.

Marketing tools also include personal selling, sales promotion, public relations and of course advertising. Advertising is the most widely used and most visible of promotional tools in marketing. It helps mass distribution keep pace with mass production.

COMMUNICATION ROLE

Advertising is a form of mass communication. It transmits the different types of market information to connect buyers and sellers in the marketplace. Advertising not only informs prospective buyers if it also transforms the product by creating a personality for it. Using Visuals, words, music drama and a lot of other things,

advertising creates an image for the product that goes beyond mere facts. The broad term marketing communication not only includes advertising but also includes several related communication techniques such as sales promotion, public relations, direct response, events and sponsorships, packaging and personal selling. Table 9.1 summarizes the strengths of advertising.

Table 9.1 Technique	Strengths of Advertising as a Marketing
Strengths	**Examples**
Can reach a mass audience	A commercial of "Mi Smart LED TV Sabki Sunega" reaches 132 million+ viewers
Introduces product	Huggies introduce "New Bubble Wala Huggies Pants"
Explains important changes	iPhone 11 ads explain changes in its technology
Reminds and reinforces	Amul has been advertised continuously over the last 52 years.
Persuades	Titan watches got 370.73 crore profit for the quarter ended June 2019

Table 9.1   Strengths of Advertising as a Marketing Technique

ECONOMIC ROLE:

Advertising plays an important role in the economy by helping society to achieve abundance by informing and persuading people about products, services, and goods. He also says that advertising assists in the development of judgment of the part of consumers in their purchase practices. Simply put advertising helps consumers make informed buying decisions. Others believe that advertising is a source of information that increases the price sensitivity and stimulates competition.

SOCIETAL ROLE:

Advertising also has several societal roles. It informs us about new and informed products. Sometimes it keeps us informed about innovations and issues and sometimes it helps us to compare products and services. It also creates new fashion and trend and adds to our beauty sense.

It has also an educational role in which it teaches us how new and improved product is used. It helps us shape an image of ourselves by setting up role models that we can identify with and it gives us a way to express ourselves in terms of our personalities and sense of style through the things we wear and use.

TYPES OF ADVERTISING:

The vast variety of advertising helps managers to choose the most appropriate type to achieve their objective, but there are many bases on which advertising may be classified. It may be categorized according to media, types of products, types of appeals so on.

Advertising is persuasive communication. It is a good way for a company to change or reinforce ones' prior attitude that is predictable of future behavior.

Since the advent of the early form of advertising, advertising communication objectives have diversified considerably and different forms of advertising can be identified while using the same media.

Some of the different types of advertising are:

1. **Product Advertising:** It is the most common type of advertising. The items advertised are consumer products. The objective of this type of advertising is to create awareness among the consumers about the qualities of the product and to build the reputation of the brand. For successful marketing and for enhancing product image, most companies use a brand name e.g. Pepsi, Cinthol, etc.

2. **Cooperative Advertising:** "A form of local advertising that directs consumers to local retail outlets is called Cooperative Advertising." It is an arrangement between manufacturers and dealers in which manufacturers offer credits to their dealers for advertising. To identify the dealers in different geographic markets, dealers put out ads in the local media under their names. The manufacturer often provides the dealer with the material and guidelines to develop ads for print, television or radio commercials. This ensures that the message is in line with what the manufacturer wants to communicate. The

manufacturer and the dealer usually share the costs of locally placed advertising and hence the name "Cooperative Advertising".

3. **Financial Advertising:** This has become another highly specialized area. It combines an in-depth understanding of the financial market with superb creative skills to deliver campaigns that influence both institutional and retail investors' decisions. It covers banking operations, sales of shares, inviting company deposits and debentures, etc.

4. **Corporate/ Institutional Advertising:** Corporate Advertising is a public relations advertising. It does not promote any specific product or service. It aims to generate an image of the organisation and to establish confidence in the consumers and the prospects. The objective of this form of advertising is to generate total reliability in the organisation and to develop confidence. For example Tata, Hutch or Reliance are engaged in this type of advertising policy.

The aim of institutional advertising may be analysed as follows:

a. Promotion of public service;

b. Generating awareness about innovation, achievement, and development;

c. Employees welfare schemes and development of Corporate image;

d. Job opportunities;

e. Opening a debate on controversial issues

5. **Brand Advertising:** "Creating a long-lasting image of the product in the minds of the consumer is called Brand Advertising". Today brands have more value than the product in itself, young consumers are willing to pick a popular brand name such as Nike, Adidas, Godrej or Samsung because they are associated with status.

6. **Direct-response Advertising:** This type of advertising encourages the consumer to respond either by providing feedback to the advertiser or placing the order with the advertiser by direct mail, catalogs, direct-response print advertising, direct-response broadcast advertising, telephone, and the Internet. Some of these methods, to reach the consumer, are viewed as part of sales promotion techniques.

7. **Public Service Advertising:** Public Service advertising communicates a message on behalf of some good cause, such as stop drunk driving, prevent child abuse,

AIDS, energy conservation, illiteracy or poverty. These advertisements are usually created by advertising professionals free of charge and the media often donate the necessary space & time.

8. **Transit Advertising:** It is a form of outdoor advertising which includes the posters seen in bus shelters and train, airport and subway stations. Transit advertising is targeted at the millions of people who are exposed to commercial transportation facilities, including buses, taxis, trains, elevators, airplanes, subways, etc. Much of this spending has come from packaged goods companies such as Nestle, Colgate and other service agencies like Banks, Insurance companies, etc.

9. **Surrogate Advertising:** When a person appointed to act for another is called a surrogate. In an advertising context when the laws of a country do not permit advertising of a certain product category, hence advertisers come up with several other products that might have the same brand name. For example advertising of alcoholic drinks in India is not permitted. Then some manufacturers of whiskey or similar products launched brands or soda under the same brand name as that of their popular whiskeys, such as Bagpiper soda or McDowell soda.

10. **Covert Advertising:** Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television show or even sports. There is no commercial in the entrainment but the brand or the product is shown in the entertainment show. Some of the famous examples for covert advertising are to be the appearance of brand 'Coca-Cola' which is displayed by Aishwarya Rai in the movie 'Taal' or multiple brands namely Ford, Ikon, ICICI Bank and Tata Tea are endorsed by the Amitabh Bachchan in the movie Baghban.

11. **Comparative Advertising:** Comparative Advertising is an advertisement that compares two or more products, specifically identified brands in the same general product class. The comparison is made in terms of one or more specific product characteristics e.g. Pepsi v/s Coca-Cola, Tata Namak v/s Captain cook Namak.

The use of comparative advertising has been well established in Political Campaigns, where typically one candidate will run ads where the record of the other candidate is displayed to disparage the other candidate.

12. **Social/ Awareness Advertising:** The objective of social advertising is to change public attitude and behavior and stimulate positive social change. This includes advertisements by NGOs and Public Sector Companies about projecting historical monuments using energy-efficient fuel, Aids Awareness Campaign, etc.

13. Concept Advertising: Where advertising is not just confined to providing persuasive information about products and services, but also with the acceptance of ideas not connected with the sale of products and services.

14. Government Advertising: This varies from a classified ad, tender notices, employment notifications and industrial products produced in the public sector and such services.

15. Trade Advertising: Trade advertising is used to promote products to re-sellers encouraging them to stock the product. Unless the product is available with retailers, consumers will not have the opportunity to purchase it. Manufacturers emphasize the profitability of stocking their product to retailers and the consumer demand that will ensure a high turnover of the product.

16. Industrial Advertising: It is meant for people who buy or influence the purchase of industrial goods and services. These goods and services are used in the manufacture of other products and include raw materials, machinery, equipment, semi-manufactured goods, machine parts, industrial products also include those things that are used to conduct business i.e. office machines, desks, computers, file cabinets, etc. The industrial services include insurance, bookkeeping or accounting, and maintenance. These kinds of products and services are advertised mostly in business or specialized publications and sometimes in general mass publications also.

17. Action Advertising: It is also known as 'hard sell' advertising, seeks immediate and direct response from the audience. The best examples are the 'Sale' ads and direct mail ads, which give coupons and encourage direct response.

18. Classified Advertising: This is the simplest of advertisements. These ads give only the information simply and directly. Such ads are very small in size, use simple typefaces and no visuals and colour, and usually are packed together under specific headings.

Advertisers use classified ads when they want to convey only information. Matrimonial ads, accommodation-wanted ads, etc., fall under this category. Such advertisements are usually filled with information. The writing style is also plain and informative. Almost all classified ads are filled into a single column.

19. Interactive Advertising: Interactive advertising is the use of interactive media to promote and/or influence the buying decisions of the consumer in an online and offline environment. Interactive advertising can utilize media such as the Internet, interactive television, mobile devices as well as kiosk-based terminals.

Interactive advertising affords the marketer the ability to engage the consumer in a direct and personal way, enabling a sophisticated and dimensional dialogue, which can affect a potential customer's buying decisions, particularly in an e-commerce environment.

Interactive advertising is also assuming other avatars, such as- online directories for brands. These directories presently perform a complementary role to conventional advertising, helping viewers recall and compare brands primarily seen on television. The response is mediated usually through forms and click-to-call technologies.

20. Mobile Advertising: Mobile advertising appears on such devices that have wireless connections, like smartphones and tablets. Mobile advertising can take place as text ads via SMS, or banner ad that appear embedded in a mobile web site, in downloaded apps or mobile games. Mobile technology used by companies such as Google and Facebook. They tailor mobile advertisements based on an individual's web browsing history, geographic location, and their shopping habits. The mobile devices have smaller screens than computers or laptops so this form of digital advertising is usually optimized for small displays by being concise.

Mobile ads include a display, search, video, app, and social media ads that are targeted specifically for mobile consumption. Videos are one of the best ad forms for mobile devices.

21. Social Media Advertising: Social media advertising is a category of digital advertising that places ads on social networking sites. It is popular due to its low cost. Companies make their accounts on websites like LinkedIn, Facebook, Twitter, and Instagram. Then they post on these networks for free by using social media. Most social media websites also offer paid advertising opportunities that are also fairly inexpensive.

9.3 CHECK YOUR PROGRESS

1. Any Paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called…….

a) sales promotion

b) direct marketing

c) advertising

d) personal selling

2. Advertising………..define the task that advertising must accomplish with a specific target audience during a specific period of time.

a) objectives

b) budgets

c) strategies

d) campaigns

3. Advertising is the best way to communicate to the

a) customer

b) client

c) producer

d) manufacturer

4. An advertising objective is classified by its primary purpose, which is to inform, persuade, or………….

a) convince

b) complete

c) remind

d) encourage

5. Which of the following is not a function of advertising?

a) informing the customer

b) persuading the customer

c) understanding the buying capacity of the customer

d) reminding the customer for a repeat purchase

9.4 LET US SUM UP

 ➢ Advertising is omnipresent, it is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us.

- Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.
- Advertising can be effective if it is Being likeable, Being believable, Being easy to understand, Being unique & distinctive, Providing new information, Having appetite appeal, Offering good deals, Motivating purchase interest, Improving the image, Overall basis.
- Advertising is the process of spreading information about the products among the potential buyers through a medium like Newspaper, Magazine, TV, Radio & Social media to maximize sales.
- Advertising, in general, performs many objectives to announce about new product, to provides product and brand information, to build awareness of products and brands, to encourage the buyers to buy, to create demand for the product, to increase immediate sales, to provide information to consumers about various concessions such as discounts, price cuts & gifts, etc, to popularize brand name and brand loyalty, to creates a business Image, to Increase market share, to inform buyers about product modifications and alterations, to explain how to use of the product, to promote sale during off-season, to Increase sale during festival season, to remind the buyers about the company and its product, to reinforces past purchases and brand experiences.

9.5 KEYWORDS

Advertising: Making known; calling public attention to a product, service, or company through paid announcements to affect perception or arouse consumer desire to make a purchase or take a particular action.

Advertising Process: Advertisers who often use advertising agencies that, assisted by support organizations, plan, produce and place the advertisements in the media (generally mass) to potential consumers.

Message: The actual physical product in the communication process that the source encodes.

Media Plan: Recommendation for a media schedule including dates, publications, TV regions, etc.

Media Vehicle: A single component of a mass medium, for example, a newspaper or TV network.

Product Advertising: Product advertising is to create awareness among the consumers about the qualities of the product and to build the reputation of the brand.

Trade Advertising: It is used to promote products to re-sellers, encouraging them to stock the product.

Industrial Advertising: It is directed at a specialized and relatively small-sized target audience. The buyers are few and the purchases by each one are relatively large.

Professional Advertising: It is directed toward people who are not the final consumers.

Corporate Advertising: It is an extension of the public relations function and does not promote any specific product or service.

Classified Ad: A brief listing appearing in a periodical of items for sale and /or services offered, usually arranged by category.

Commercial: An audio or video advertising announcement, usually presented on television, radio or in a movie theatre.

9.6 SELF-ASSESSMENT QUESTIONS (SAQS)

1. What are the purposes and goals of advertising?
2. Define the concept and role of advertising?
3. Define different types of Advertising?
4. What are the attributes of Advertising?
5. Discuss the various features of advertising.
6. Discuss the roles of advertising.
7. Throw light on advertising and its various roles.

9.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

1. c) advertising

2. a) objectives

3. a) customer

4. c) remind

5. c) understanding the buying capacity of the customer

9.8 REFERENCE/SUGGESTED READINGS

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. SUNAINA
LESSON NO.: 10	VETTER: PROF. HARISH ARYA
WRITING FOR ADVERTISING	

STRUCTURE

In the previous lesson, we have discussed about advertising basics. Here, in this lesson, we shall discuss about writing for advertising. The lesson structure shall be as follows:

10.0 INTRODUCTION

Many people compare the concept of creativity with the concept of God. Not because of both deal with creation, but because of both these concepts are very hard to define. Creativity is hard to define as it means differently to different people. To some, like

poets, it is a spontaneous outburst of deep inner feelings. To others, like some painters, it is expressing some abstract idea that is hardly understood by others.

Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different. It is not self-expression. It is an expression in a planned and calculated way. It has a specific motive for persuading or motivating. And it is always goal oriented i.e., it tries to achieve some goal or the other.

Simply, put, creativity is the power or quality of creation and creation means the presentation of new concepts in an artistic embodiment or manner. New concepts and artistic embodiments are okay for fine arts. But for advertising what sells more is creative.

It is often said in the field of advertising that we do not want creativity, we want the sales graph to climb. As the sole objective of companies is to sell more, advertising also should aim at achieving this objective. So creativity in advertising is not about dull, stuffy, self-serving ads or messages that seem and sound dim, dusty, or dead. Identification with such ads could be very difficult on part of the audience. Creating advertising is all about vigorous, vital, compelling and persuasive messages that effectively achieve their objectives.

10.1 OBJECTIVES

After reading this lesson, you will be able to:

- ➢ To learn the concept of copy writing.
- ➢ To understand copywriter duties.
- ➢ To learn various copywriting techniques.
- ➢ To acquire types of advertising copy.
- ➢ To understand how to generate ideas.
- ➢ To understand the copy platform & creative brief.
- ➢ To learn advertising copy and Copy elements.

10.2 COPY FOR ADVERTISING

Every customer has needs and desires, which can be fulfilled through the purchase and use of products and services. Advertising works largely to pursue their customers through the copy. Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea, or a person. The selection of words depends upon the media (newspaper, magazine, radio, television, and internet) and the script will vary accordingly.

All the planning research and expense would go waste if proper care were not taken in drafting an advertisement copy that will achieve the purpose of advertising.

The psychological aims of an advertisement are that the public must be made to.

➢ Look
➢ Like
➢ Learn and
➢ Buy

The aim of advertising copy is that it shall be seen, read the message conveyed and then acted upon. In all this, copywriter plays an important role to do work properly. In this lesson we shall discuss the following:

➢ Who is the Copywriter?
➢ Art of Copywriting.
➢ Copywriting Techniques.
➢ Characteristics of an Ad Copy.
➢ Types of Advertising Copy
➢ Idea Generation
➢ The creative Process
➢ Copy Platform
➢ Copy Elements

10.2.1 WHO IS COPYWRITER?

The person who shapes and sculpts the words in an advertisement is called a Copywriter. In advertising agencies, copywriters work in a team with art directors, who design the way the ad will look. In fact, copywriters are storytellers. Their job is to tell the right story to the right audience at the right time.

Words are powerful tools in advertising. Copywriters love words. They understand their beauty and power. They also know the meanings and derivations as well as the moods, feelings of words and the reverberations and vibrations they create in a reader's mind.

Everyone with experience and expertise agrees that to play with the reader's mind is not a simple job. Ad copy is different from all other forms of writing. It is because an ad is never an end in itself ultimately copywriting refers to something that is the product or service.

10.2.2 ART OF COPYWRITING

The basic purpose of an ad is to fascinate people only after catching people's attention, an ad arises interest and desire to buy the product. Therefore, it should be eye-catching and interesting.

Creative writing is the art of creative and persuasive writing that goes a long way to sell the product or an idea. While writing copy requires creativity, good copy is a craft a writer learns, with much practice, over time. Good copy is the result of writing and rewriting and rewriting again. But how do you write a good copy? First, you must have faith in words, know that words have power, that words can move people to action. It is possible to touch readers' mind but for that, you must rewrite and rewrite until the words tell the truth.

HOW TO ARRIVE AT THE TRUTH

1. Write the story.
2. Read it out loud to yourself
3. Find something objectionable in it.
4. Answer the objection.
5. Refute your answer.
6. Start over.
7. Find something objectionable again.
8. Defend your argument.
9. Repeat until you persuade yourself that your argument is true.

   The truth is not the truth until people believe you, and they can't believe you if they don't know what you're saying and they can't know what you're saying, if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting unless you say things imaginatively, originally and freshly.

10.2.3 COPYWRITING TECHNIQUES

There are many techniques in advertising for persuasive customers. The most traditional, but successful techniques of copywriting is "AIDA" i.e. Attention, Interest, Desire, and Action. Others techniques of persuasive copywriting are-

1. **Use Action Words**- Verbs can be used to give the copy a sense of urgency and to help the copy to move along. These are almost all short words. They give a copy pace. Such as watch, look, ask, get, buy, taste, drink, ring etc.

While the action words above are all short there are, of course, longer ones which can have their positive effect too, such as explore, remember, protect, renovate, decide, consider, apply etc.

2. **Use of Buzzwords-** These are simple, well-used and banal words that are highly successful in advertising are called buzz words. The most powerful word in advertising is 'free'. Normally, buzzwords are eye-catching such as now, today, etc.

3. **Use Exciting or Emotive words-** These are adjectives, words that are descriptive and enhance the facts. Some of the adjectives which can be used in copy include amazing, wonderful, beautiful, gorgeous & delightful etc.

   We can also use more practical emotive generalities such as economical, money-saving, time-saving, rewarding, satisfying, mouthwatering, value for money and inexpensive etc.

   They give no details, yet these words help to create a mental image of the product or service, and to create desire and inspire confidence.

4. **Use Alliteration-** Alliteration is the repetition of the same sound in a series of words. It is usually the first sound but can be sounded in other parts of the words.

   Alliteration is common in advertising because it grabs your attention and is easy to remember. Here are a few popular brands that use alliteration in their names. For example, Coca-Cola, PayPal.

5. **Use Colloquialisms words-** Colloquialisms in copywriting means a word or phrase that is used in conversation but not in formal speech or writing. They are short, sharp, pretty popular and effective. For example, Pick'n'Choose, don't, what's, couldn't etc.

6. **Use Punctuation-** Proper use of punctuations and grammar is an important aspect to pass the right message.

10.2.4 CHARACTERISTICS OF AN AD-COPY

1. **Be succinct:** A copy should be brief as it will have more chances of catching eyeballs. A copy should short, familiar words, short sentences, and short paragraphs. A simple formula used in "KISS" i.e. Keep it Short and Simple.

2. **Suggestive:** The advertisement copy should be capable of suggesting the reader about the utility and use of the product. Effective slogans can be used to give suggestions to the people eg. State Bank of India advertised 'Protect your future with State Bank of India'. This slogan has suggestive value. The suggestion may also be given with the help of a certain picture in the advertisement copy.

3. **Convincing:** A copy provides information intended to create in the mind of a reader first as desire and then a conviction to possess the product. This means that the copy should be persuasive enough to lead the readers towards buying the product eg. Forhan's Tooth Paste advertised 'It is ideal for the gums and protects your teeth'. Some organizations assure money-back guarantee to convince the people concerning the quality of the products.

4. **Educative:** The advertisement copy should tell the people about the use and operation of a product. It should also impart new uses of a product with which the people are not familiar. An advertisement copy containing information with regard to use, sources from where the product can be obtained, price and services available along with the product is greatly helpful in enhancing the demand and enlarging the sales. For eg. In the case of Microwave, a booklet is also given to the buyer containing methods of preparing various dishes like vegetables cake and sweets.

5. **Specific:** The advertisement copy should be prepared in such a manner that a reader gets ever-lasting impression about the product. So don't waste time on generalities. If the message is more specific, then it gets more attention to customers and surely it will memorable.

6. **Clarity:** A copy should be self-explanatory. The message to be delivered must be clear at first reading.

7. **Interesting:** An ad-copy should be able to tickle the audience and must stimulate their curiosity to read the message.

8. **Sincerity:** All the vague generalization or stray opinions must be removed. To make a copy more meaningful and sincere, one or two illustrations can be added.

9. **Personal:** The message should be directly addressed to the readers so that every reader forms the opinion that it is directed to him only. This kind of direct personal attitude catches and retains the reader's or listener's attention. So wherever possible directly address your audience as "you" and "your", rather than "we" or "they".

10. **Single Focus:** Always deliver a simple message instead of one that makes too many points. So focus on a single idea and support it.

11. **Be original:** To keep your copy forceful and persuasive, avoid stock advertising phrases, strings of superlatives and brag and boast statements, and clichés.

12. **Conversation:** Use the language of everyday conversation. The copy should sound like two friends talking to one another, so don't shy away from incomplete sentences, thought fragments, and contractions.

10.2.5 TYPES OF ADVERTISING COPY

The technique or formula of presentation of an ad is how a message is presented? Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct and education.
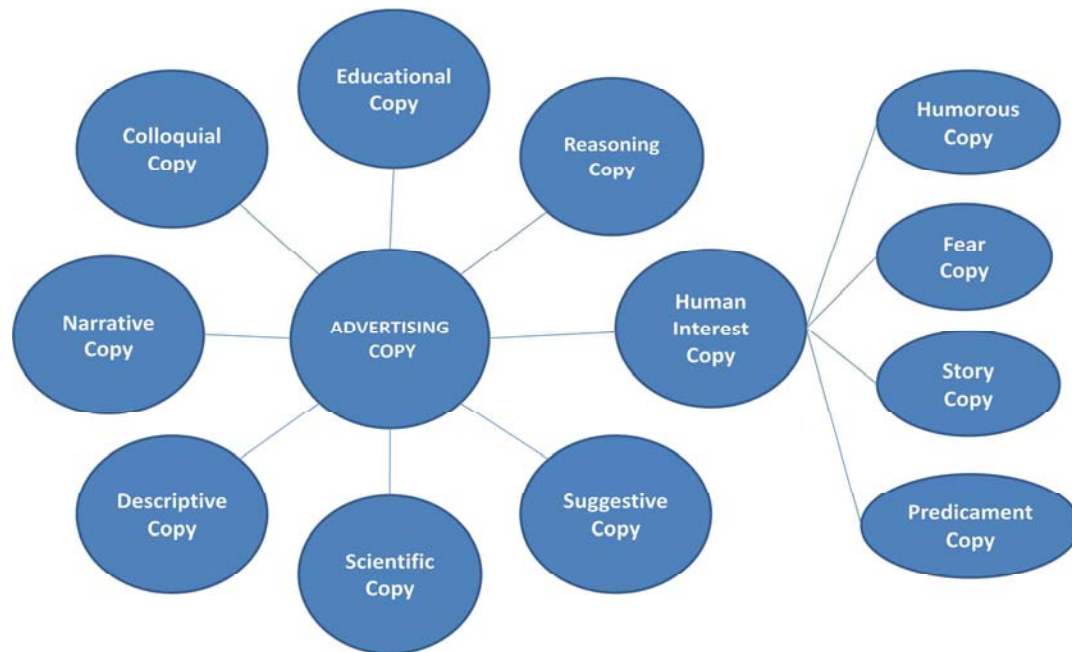

Figure 1 Types of Advertising Copy

The advertising copies are the following types:-

1. **Human Interest Copy:** It entices the emotions and senses of its prospective customers rather than the intellect and judgment. It focuses on people's undying interest in themselves, their families and friends. The most important

forms of Human Interest copy are- Humorous Copy, Fear Copy, Predicament Copy, and Story Copy.

a) **Humorous Copy:-** It is designed to make the reader laugh. This copy brings about a mile on the readers' faces.

b) **Fear Copy:-** Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as it may carry an unpleasant association on the viewer's mind concerning the product.

c) **Story Copy:-** In this type of copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story.

d) **Predicament Copy:-** In predicament Copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product.

2. **Reasoning Copy:-** This copy generally gives a reason for the prospective buyers for buying a product of a particular brand. It appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences and so on.

3. **Educational Copy:** An educational copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers.

4. **Suggestive Copy:** A suggestive copy suggests or attempts to convey the message to the readers directly or indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.

5. **Scientific Copy:-** It is prepared for technical products such as type of machinery, computers, drugs, and Pharmaceuticals. It generally describes the features, advantages, uses, and contents of the product. A scientific copy as written for an audience, who is presumed to be having technical Knowledge.

6. **Descriptive Copy:-** It is writing in a simple and straightforward language so that any layman can easily understand.

7. **Narrative Copy:-** It is in the form of a fictitious story. It may be related to a simple anecdote or a story related to the product in concern.

8. **Colloquial Copy:-** This copy uses a generally spoken language to convey a message related to a product.

10.2.6 IDEA GENERATION

How Ideas Generated? Is it an individual activity or the outcomes of teamwork?

For all writers, the ideation or the idea stage is invariably the most challenging, and at the same time the most rewarding. According to Bovee and Arens (1989), 'It is the long, tedious, difficult task of assembling all the pertinent information, analyzing the problem and searching for some verbal or visual concept of how to communicate what needs to be said. It means establishing a mental idea of the advertisement before any copy is written.'

Every good advertisement has a creative concept, a big idea that is relevant, original and has an impact on the target audience. An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. It is surprising and gets your attention. To be effective, the ideas also must have an impact. Many advertisements just wash over the audience. An idea with impact breaks through the clutter, gets attention, and sticks in the memory. An advertisement with impact has to stop power that comes from an intriguing idea, something you have never thought about before, as the Microsoft campaign demonstrated with its use of the Butterfly idea to represent online searching.

An advertisement can be effective if it contains a big idea or a creative concept that implements the advertising strategy so that the message is both attentions getting memorable. In getting a great idea, sometimes the visual idea comes first; sometimes it's the words. The important thing is that they work together to complete the thought.

But what makes the idea creative? Any idea can seem creative if you have never thought of it before, and no one else has thought of it either. How ideas come? For this, there is no formula to arrive at an idea. The creative idea just happens in the mind, and no one can teach how these things can be made to happen.'

The Big Idea

➢ Will the big idea make the target audience stand up and take notice?
➢ Is the big idea relevant to their lives?
➢ Is the big idea fresh and provocative?
➢ Does it meet the consumer's expectations convincingly?
➢ Is it motivating?
➢ Is it believable?
➢ Does it position the brand clearly and distinctively?
➢ Can the brand be recognized & identified easily?

How can we develop Big Idea?

➢ Collect Information: First step to collect information about Product, Services and Company, the industry, target market and the competition.
➢ Keep competitors positioning and creative concept in front of you.
➢ Advertising is all about positioning, that is creating, maintaining and reinforcing the positioning in the minds of the consumer.
➢ This info will assist you in identifying the gap in the market place which could be the basis of your creative concepts.
➢ Write down all the ideas.
➢ Do not discard the ideas.
➢ Brainstorm.
➢ Focus on customers' benefits.
➢ A benefit can be presented as a promise, reason why and as a unique selling proposition (USP). A promise suggests how the customers will benefit after he buys the product or service.
➢ Look beyond the obvious.
➢ Think differently.
➢ Keep communication simple.
➢ Keep in short.

10.2.7 THE CREATIVE PROCESS

In advertising agencies, who work in a creative department and work on thinking up new ideas tell that it is a very hard job. They spent a lot of their time reading, studying, analyzing, testing- retesting and worry. The creative process usually is portrayed as a series of steps.

Step 1 Immersion:- Read, Research, and learn everything you can about the problem.

Step 2 Ideation:- Look at the problem from every angle; develop ideas; generate as many alternatives as possible.

Step 3 Brain fog:- You may hit a blank wall and want to give up.

Step 4 Incubation:- Try to put your conscious mind to reset to let your subconscious take over.

Step 5 Illumination:- There is that unexpected moment when the idea comes, often when your mind is relaxed and you're doing something else.

Step 6 Evaluation:- Does it work? Is it on strategy?

10.2.8 COPY PLATFORM

The basic components of the creative strategy are specified in the written copy platform prepared by the account executive. Other names given to the copy platforms are creative platform, creative blueprint, work plan, or creative contract. The copy platform gets the final approval from the client firm's marketing or brand managers, or the advertising manager. The typical copy platform outline is:

1. Basic problem or issue the advertising must tackle.
2. Advertising objectives and communications objectives.
3. Precise description of the target audience.
4. Major selling idea or the key consumer benefits to communicate.
5. Creative strategy statement specifying the campaign theme, appeal, and execution technique to be used.
6. Any supporting information and requirements.

The two components of the copy platform, development of the major selling idea and the creative strategy development, are the responsibility of the creative specialists and form the basis of the advertising campaign.

Example of a Copy Platform or Creative Brief

Product: AROMA

KEYFACT

Aroma India is a 40 year old New Delhi based cosmetic company. In year …………
Aroma will introduce a new line of premium perfumes to be distributed nationally.

PROBLEM ADVERTISING MUST SOLVE

Currently, there is No awareness of the Aroma brand of perfume among potential customers.

ADVERTISING OBJECTIVE

1. To achieve 75% brand awareness among target customers by the end of year one.
2. To communicate the exclusiveness and long lasting fragrance of the perfume.

CREATIVE STRATEGY

Prospect Definition

Women 18-35, urban, educated, with household incomes 10 lakh plus.

Psychographically, they are active, social, partygoers, seek variety and excitement, avid consumers and spenders.

Principal Competition

Medium to expensive perfume brands from multinationals.

Key promise

Irresistible personality and high societal image.

Reason Why

Premium and exclusive perfume.

Supporting Requirements

Must use a logo, show package.

10.2.9 COPY ELEMENTS

The term 'copy' has been in use since the days of early printing when the compositor was given a manuscript and told to copy it. Soon the manuscript became known as the copy. Now in advertisements copy means all the words in the ad-whether written or spoken.

Now let us see how an advertisement works. It begins with the PROMISE OF BENEFIT. It then provides AMPLIFICATION or elaboration. The next thing an ad does is providing PROOF. And finally, it ends with a request or calls for ACTION. Advertising professionals call this the PAPA (Promise, Amplification, Proof and Action) formula.

Usually, the promise or benefit is expressed at the beginning through the headline. The sub-headline and the body copy provide amplification and proof. Finally the end part of the body copy and sometimes the slogan make a request or call for action.

1. THE HEADLINE

The most important copy part is the headline but it is not the first element that seen in an ad. A picture or visual claim that honor, but a headline is generally the first thing that read. An effective headline has the power to grab the reader's eyes when they're flipping through a magazine, newspaper, walking down a street, or opening a mall.

Readers may find the visually beautiful, impressive or even arousing but the headline offers an enticement to read what follows. It introduces the product, makes the promise statement or puts a question. It tries to attract the attention of the readers and create curiosity so that the reader reads further. Ideally, headlines present complete selling ideas. If a headline fails to capture the reader's attention or interest, then the advertisement fails.

The headlines play a significant role in the advertisement by performing the following important functions.

- ➢ To attract the attention of readers to the ad.
- ➢ To attract the attention of the target consumers easily and quickly and to persuade them to read the whole of the ad.
- ➢ To create curiosity and interest in the ad.
- ➢ To make the illustration and the copy more meaningful.
- ➢ To introduce a unique selling proposition.
- ➢ To sort out the useful ad from useless ads.
- ➢ To serve as the essence of the whole and copy.

    There are many different kinds of headlines so that the copywriter can choose the most original and attention-getting kind of headline for the purpose to advertise rival products. The headline should be in a very few words, ranging from 3 to 30 words. Some headlines are:

a) **Question type:** A headline can be phrased like a question. Usually, the answers to such questions are found in the advertisement itself. Sometimes, two identical pictures are given and the viewers are asked to point out the real ones. eg.

    Does your toothpaste have Salt & Neem?- Colgate.

    Doesn't your skin deserve better care?- Dove

Doesn't your skin deserve better care?

DOES YOUR TOOTHPASTE HAVE SALT & NEEM?

REMEMBER WHEN YOU GOT THAT VARIABLE SPEED HAMMER DRILL? IT'LL MAKE HER FEEL KIND OF LIKE THAT.

De Beers

b) **Commanding Type:** The commanding type headline asks the reader to buy a particular product in a commanding way. However, It is quite difficult to build a 'buyer-benefit' into a command. Therefore, command types of headlines are not popularly used. Yet, the most effective command headlines start with action verbs. Eg.

Discover the perfect Sangam of traditional and modern- Colgate

Remember when you got that variable speed hammer drill? It'll make her feel kind of like that- De Beers

c) **Curiosity Type:** In this type of headline copywriter tries to provoke the reader to go through the entire advertisement. Curiosity type headlines create inquisitiveness in the minds of customers to know about the product by going through the advertisement in detail. Eg.

There's no better cavity protection than Colgate. We guarantee it.- Colgate

THERE'S NO BETTER CAVITY PROTECTION THAN COLGATE. WE GUARANTEE IT.

d) **Identification:** This headline gives the brand name of the product without price but with the advertiser's name & slogan. Eg. Ethnix, Rolex, Raymonds etc

e) **News:** In this headline, a product or service offers something newsworthy. It also introduces a new product or the improvement of an existing product. Some words that can be used in this type of headlines are new, announcing, introducing, just released, now, at last eg.

New Fair & lovely ad

Lakme invents perfume for nails- Lakme's fragrance nail enamel.

f) **Testimonial:** This is just what it says. It uses a customer's testimonial for a headline. This gets customers to sell by talking about the benefits they received. eg.

Dove is different just like my best friend- Dove

"Dove is different.
Just like my best friend."

g) **Claim:** Make an assertion about the prime proposition of a product or state a claim that will motivate the reader to try the product. eg. Godrej No.1Soap

h) **Challenge:** Challenges inspire action. A print ad for Irem Anti-dandruff Shampoo Provokes readers with the Headline 'Dare to Wear Black'.

i) **Alliteration:** Words in a sentence starting with the same vowel or consonant also create a poetic effect. eg. Butter is better for your skin- Lotus Herbals, Tropicana Twister- Tropicana Juice, Go Green- Fuji Film, Butter se Better- Nutralite etc.

2. **THE SUB HEADLINE:** All advertisements do not require sub-headline. Sometimes important facts may have to be conveyed to the reader but the

headline cannot do the job, then the sub headline is used. The headline and sub-headline together can contain a longer message. In order to give prominence to such formation it can be put in smaller type than the headline. The sub headline usually elaborates the promise made in the headline or the product's unique features.

3. **THE BODY COPY:** Most readers want to know many facts before they decide upon buying the product. These details are given in the body copy. When the headline usually makes a claim, the body copy elaborates upon it and provides supporting proof. In other words, a headline arouses, body copy satisfies.

Sometimes readers want proof or evidence of the claims made in the advertisement. So proofs about quality, performance, durability etc are provided through arguments, proof by experts, testimonials by users or through demonstrations in the body copy.

The final aspect of an advertisement is a call for action. Through this, most advertisements try to strengthen the reader's determination to buy or continue buying. The call for action takes several forms in an advertisement. It is usually part of the body copy. 'Visit our dealers', 'See the product in action', 'Send for a free booklet' on how the get the best out of our product', 'Write to us at the following address', 'Call your local dealer for a free demonstration', 'Fill this coupon for a free information booklet', etc are examples of call for action.

Today advertising format has changed. There are now many advertisements with little or no copy. 'Apple' was successful with only two words- 'Think Different'. It is because interactive media changed the rules of the copy. Now copy isn't about words. It's about ideas and concepts.

GOOD BODY COPY:-

➢ Says only what's important to say.
➢ Addresses the prospective customer directly.
➢ Uses as few words as possible.
➢ Is honest and simple ?
➢ Sticks to the story.
➢ Respects the product or service being promoted.
➢ Holds the prospective customer in high regard.

➢ Stops instantly when there's nothing more to say.

4. **SLOGAN:-** A slogan is a short and catchy phrase that gets the attention of the audience, is easy to remember and comes off the tongue easily. A well-written and effective slogan is a trustworthy brand representative. However, slogan should be small and crispy giving meaning to your brand.

A slogan can be of many types. It could help to describe the uses of a product, suggest the special advantage or importance of the product, and create an overall image of the company.

Slogans are mostly emotionally charged. They motivate the audience. A slogan is often always repeated and remembered. Some well-known advertising slogans are-

Slogans	Brand Name
Good Food, Good Life	Nestle
I'm Lovin' It	McDonald's
Finger Lickin' Good	KFC
Have It Your Way	Burger King
Maybe She's Born With It. Maybe It's Maybelline	Maybelline
Think Different	Apple
Taste The Feeling	Coca-Cola
The Best A Man Can Get	Gillette
Have A Break, Have A Kit Kat	Kit Kat
Just Do It	Nike
Yeh Dil Maange More	Pepsi

Kuch Mitha Ho Jaye	Cadbury Dairy Milk
Boost Is The Secret Of My Energy	Boost
Jindagi Ke Saath Bhi, Jindagi Ke Baad Bhi	LIC
Unche Log Unchi Pasand	ManikChand
Daar Ke Aagey Jeet Hai	Dew
Utterly Butterly Delicious	Amul
No Confusion, Great Combination	Bingo
Dobara Mat Puchhna	Chlor Mint
Dimag Ki Batti Jala De	Mintos
I Am Complain Boy	Complan
Thanda Thanda Cool-cool	Navratna Oil
Isko Laga Dala To Life Zinga Lala	Tata Sky
Sabki Pasand Nirma	Nirma
Tedha Hai Per Mera Hai	Kurkure
An Idea Can Change Your Life	Idea

5. **TAGLINE:** Taglines are usually to reinforce and strengthen the audience's memory of a product. Normally taglines are found at the bottom of an ad and placed beneath or to the right of a brand name or a logo. More recently, taglines have been used as headlines, a body copy, and various relations to the name. Some companies think they're unnecessary. Others believe they're a crucial part of their identity.

Taglines are fragile entities and not particularly long lived. A shift in the business climate, the hiring of a new agency, the appointment of a new marketing director, the implementation of a new strategy- any of these changes can discharge one tagline and replace it with another. Taglines are generally developed by branding firms, generated by company employees and written by copywriters.

A GOOD TAGLINE:

1. It Should be small & eye catching.
2. It Should be idiomatic.
3. Should concrete and specifically targeted to the audience.
4. Feels likable.

Some well-known taglines are:-

Brand Name	Taglines
Jaguar	Born To Perform
Nike	Just Do It
Xerox	The Document Company
Yahoo	Do You Yahoo?
Ford	Go Further`
Coca Cola	Open Happiness
Apple	Think Different
Verizon	Can You Hear Me Now?
Al state	You're In Good Hands
Kodak	Share Moment Share Life
Walmart	Save Money, Live Better
BMW	The Ultimate Driving Machine

Nokia	Connecting People?
Microsoft	Your Potential Our Passion
Adidas	Impossible Is Nothing
Mc Donald's	I'm Lovin'it
Panasonic	Ideas For Life
Taxaco	Make Energy Drop Cause Toyota
Toyota	Moving Forward
HP	Invent
LG	Life Good
Hyundai	Drive Your Way
Raymond	The Complete Man
Reliance	Growth Is Life
Food	Built For The Road AHEAD

6. **LOGO TYPE AND SIGNATURE:** A symbol of the company name, seal or trademark is called logotype and is a typical feature of most advertisements. It is also referred to as signature, indicating, identification of the company or the brand. A logotype is an important aid quick recognition of an advertisement and in creating familiarity for the audience.

10.3 CHECK YOR PROGRESS

    1. A copywriter is a person who……..
    a) Writing text for an ad
    b) Copying text from other ads

c) Editing the raw text

d) Making an ad meaningful

2. Who heads the ad team?

a) Creative director

b) Market researcher

c) Copywriter

d) Film director

3. The content and context of a message contained in an advertisement is called?

a) Ad copy

b) Script

c) Body

d) Advertising appeal

4. An Ad copy that uses the endorsement of a satisfied customer?

a) comparative copy

b) reminder copy

c) expository copy

d) testimonial Ad copy

5. Copy platform refers to

a) advertiser and product

b) collaborative effort between client and agency

c) client and service

d) ad copy and print media

10.4 LET US SUM UP
  - ➤ Creativity is the power or quality of creation
  - ➤ Creation means the presentation of new concepts in an artistic embodiment or manner.
  - ➤ Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression.
  Creativity in the field of advertising is different.

- Advertising works largely to pursue their customers through the copy. Copywriting is the skill of choosing the right words and techniques of arranging them smartly to promote business, product, service, idea, or a person.
- The person who shapes and sculpts the words in an advertisement is called a Copywriter. Their job is to tell the right story to the right audience at the right time.
- Creative writing is the art of creative and persuasive writing that goes a long way to sell the product or an idea.
- The technique or formula of presentation of an ad is the way in which a message is presented. Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct and education.
- Every good advertisement has a creative concept, a big idea that is relevant, original and has an impact to the target audience. An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. It is surprising and gets your attention.
- Advertisement works begin with the PROMISE OF BENEFIT. It then provides AMPLIFICATION or elaboration. The next thing an ad does is providing PROOF. And finally, it ends with a request or calls for ACTION. Advertising professionals call this the PAPA (Promise, Amplification, Proof, and Action) formula.
- The promise or benefit is expressed at the beginning through the headline. The sub-headline and the body copy provide amplification and proof. Finally the end part of the body copy and sometimes the slogan makes a request or call for action.

10.5   KEYWORDS

AIDA: A hierarchy of effects identified as Attention, Interest, Desire, and Action.

Big Idea: A creative idea that expresses an original advertising thought.

Copy Platform: A document that outlines the message strategy decisions for an individual ad.

Copy Writer: Writer of copy for an advertisement, including total wording consisting of display lines, text, slogan, strapline, coupon copy etc.

Creative brief: The document that outlines the key strategic decisions and details the key execution elements.

Headline: The title of an ad; it is display copy set in large type to get the reader's attention.

Reason why: A statement that explains why the feature will benefit the user.

Subheads: Sectional headlines that are used to break up a mass of "gray" type in a large block of copy.

Logo Type: The stylized lettering often employed in a logo.

Slogan: Short, memorable advertising phrase. When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.

10.6 SELF-ASSESSMENT TEST
1. What skills do you need to be a copywriter?
2. What is a copy in advertising?
3. What are the elements of copywriting?
4. How do you write a good ad copy?
5. Discuss the various features of a Good advertising copy/
6. Discuss the functions of advertising copy
7. What are the parts of a copy? Discuss.
8. Discuss who is a copy writer?
9. Write a short note on Copywriting Techniques?
10. Define different characteristics of an Ad Copy?
11. Define different types of Advertising Copy?
12. What do you understand by copywriting?
13. What is the copywriting technique?
14. What do you need to avoid while copywriting?
15. What do you understand by the 'art of copywriting'?

10.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS
1. a) Writing text for an ad

2. a) Creative director

3. a) Ad copy

4. d) testimonial Ad copy

5. b) collaborative effort between client and agency

10.8   REFERENCE/SUGGESTED READINGS

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. SUNAINA
LESSON NO.: 11	VETTER: PROF. HARISH ARYA
APPEALS IN ADVERTISING	

STRUCTURE

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      11.2.2 Writing copy for Print Advertisements

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11.0 INTRODUCTION

Many people compare the concept of creativity with the concept of God. Not because both deal with creation, but because of both these concepts are very hard to define. Creativity is hard to define as it means differently to different people. To some, like poets, it is the spontaneous outburst of deep inner feelings. To others, like some painters, it is expressing some abstract idea that is hardly understood by others.

Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different. It is not self-expression. It is an expression in a planned and calculated way. It has a specific motive of persuading or motivating. And it is always goal-oriented i.e., it tries to achieve some goal or the other.

Simply put, creativity is the power or quality of creation and creation means the presentation of new concepts in an artistic embodiment or manner. New concepts and artistic embodiments are okay for the fine arts. But for advertising what sells more is creative.

It is often said in the field of advertising that we do not want creativity, we want the sales graph to climb. As the sole objective of companies is to sell more, advertising also should aim at achieving this objective. So creativity in advertising is not about dull, stuffy, self-serving ads or messages that seem and sound dim, dusty, or dead. Identification with such ads could be very difficult on part of the audience. Creating advertising is all about vigorous, vital, compelling and persuasive messages that effectively achieve their objectives.

11.1 LEARNING OBJECTIVES

After studying this lesson, you should be able to:

- ➢ Understand the different appeals of advertising.
- ➢ Writing Copy for Print advertisements.
- ➢ Writing Copy for Radio and
- ➢ Writing Copy for Television.

11.2 CREATIVITY IN ADVERTISING

Two things come to the fore when one thinks about creativity in advertising. The first is advertising's role as a link between the product and the audience. And second is the relevance of the advertising message. Based on these two things, some people define creativity in advertising as creating "unique and relevant connections".

These 'unique but relevant connections' are nothing but solutions to the consumer's problems. If Someone suffers from pain in the back. Advertisements of a pain relief spray (move…the pain specialist) company try to provide solutions to this problem (Aah se… Aaha tak!)

And it is rightly said that 'people don't buy soap, they buy hope' - the hope of beautiful skin. In the case of home appliances, the hope is to save a lot of time and hard work; for a shampoo, it is beautiful, long and dandruff free hair; for lipsticks, it

is beautiful lips; and so on. So in this lesson, we shall discuss on the Appeals in Advertising.

11.2.1 APPEALS IN ADVERTISING

One remarkable thing about advertising is that it motivates people to buy specific, advertised products voluntarily. It does not have any authority to force any one to buy anything. It has no magical powers either. Then how does advertising persuade people? Advertising often deals with large numbers. Crores of rupees are spent to reach crores of people through television, newspapers and hundreds of varieties of other advertising media.

However, advertising does not affect all its audience simultaneously. An advertisement deals with only one person at a time- whether a reader, listener or viewer. If the person (prospective customer) thinks the ad is speaking to him or about he only then he pays attention. Or better still; the ad has to speak to an individual about his problems, his wants, his needs, his interests and his goals. In simple words, it has to appeal to him.

WHAT IS AN APPEAL?

Firstly, to understand an appeal you should ask these questions to yourself.

1. In advertisements what stick your mind?
2. What makes the product so memorable? or
3. Is it the technique used to produce the ad or something else?

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer by speaking to an individual's needs, interests, or wants. The objective of an ad is to persuade customers and advertising appeals provide just the right hook to allow persuasion to occur. Advertising to appeals are designed to create a positive image and mindset about those who use the product or service and are a major factor of consideration for advertisers.

Companies put a lot of effort into their creative advertising strategies and use various types of appeals to influence purchasing decisions. But which one appeal is to use in the advertisement? The answer is to use those appeals, which are most important to the customers, which are not used by competitors, which are specific to the brand. Also three important characteristics need to be considered before selecting the appeals. The appeal needs to be meaningful, distinctive and believable.

What makes an appeal meaningful to the buyer? To find answers to this question, one has to go to the people, conduct research, and find out. Research

provides answers to not only what are the appeals, but also which are the most meaningful or relevant. An appeal should answer the question 'what does this product or brand have to offer that the others (competitors) don't have'?

The distinctive or different from competing products should be conspicuous and demonstrable so that it can be talked about and showed in the advertisement. The final characteristic of an appeal is believability consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to overcome this problem of skepticism or doubt by trail offers, guarantees, money back offers and similar assurances.

Advertising appeal refers to the basis or approach used in the advertisement to attract the attention or interest of consumers to influence their feelings toward the product, service, idea, or cause. Advertising appeals can be broken down into three categories- Rational Appeals, Emotional Appeals, and Moral Appeals.

1.   **Rational Appeal:** Rational appeals are those that focus on the audience's self-interest and are directed at the thinking aspect of the decision-making process. Such appeals attempt to show that the product or service will produce the desired benefits. It is suited for business to business advertisers and for products that are complex and that need a high degree of attention and involvement. Examples are ad messages that promise economy, assurance of resale value, quality, durability, reliability, comfort, convenience, ease of use, etc.

This appeal advertisements also focuses on the consumer's practical, functional or utilitarian need for the product or service and emphasize features of a product or service and/or benefits or reasons for owning or using a particular brand. The Horlicks advertisement shows the necessity of a child to consume to grow taller, stronger and sharper. **(Figure 11.1 Rational Appeal in Horlicks Ad)**

(Figure 11.1 Rational Appeal in Horlicks Ad)

2. **Emotional Appeal:** This appeal uses an emotional message and is design around an image intended to touch the heart and create a response based on feelings and attitudes. This appeal is so effective because many consumers' motives for purchase decisions are emotional. Many advertisers believe an emotional appeal to working better at selling brands that do not differ markedly from competing brands. The brands appeal to parents and encourage them to buy their brand if they wish to see their children happy and comfortable. **(Figure 11.2 Emotional Appeal in Johnson's Baby Product Ad)**

(Figure 11.2 Emotional Appeal in Johnson's Baby Product Ad)

Emotional appeals are put under two categories: Positive Emotional Appeals and Negative Emotional Appeals, depending on what kind of emotions are to be triggered.

a) **Positive Emotional Appeal:** Love, affection, joy, pride, humor, prestige, status, etc., are some examples of positive emotional appeal.

b) **Negative Emotional Appeal:** These are fear, shame, guilt, embarrassment, rejection, etc.

Such appeals motivate the audience to do things that they should do, such as cleaning teeth (Colgate commercial), or to stop doing things that should not, such as smoking and using other tobacco products.

3. **Fear Appeal:** Fear is also an important factor that can have an incredible influence on individuals. Fear is often used in marketing campaigns of beauty and health products and also insurance. The company tries to show the negative consequences if the customer fails to use their products. This creates fear in their minds and persuades them to buy.

The Life Insurance of India advertisements says-'Because things can go wrong anytime, anywhere.' And show the mother having a pleasant time with her child, which may turn into a hospital scene. **(Figure 11.3 LIC Insurance Ad)**

(Figure 11.3 LIC Insurance Ad)

4. **Humour Appeal:** Humour Appeal is used in around 30% of the advertisements. Humour can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message. The series of Happydent ads is a good example of humour in advertisement. **(Figure 11.4 Humour Appeal in Happydent Ad)**
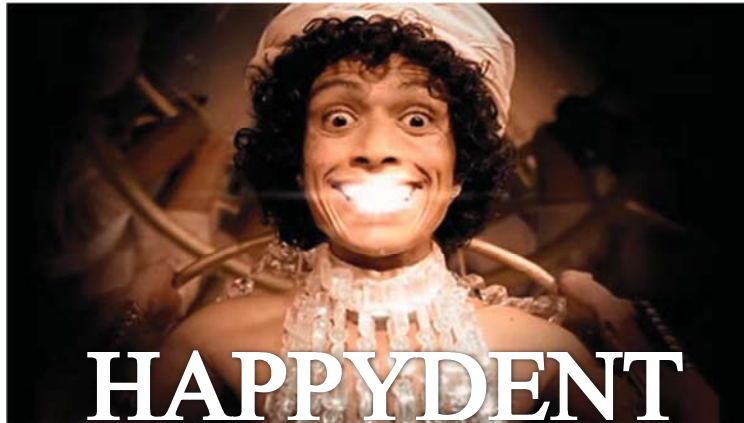
(Figure 11.4 Humour Appeal in Happydent Ad)

5. **Bandwagon Appeal:** This type of advertising appeal is meant to signify that since everybody is doing something you should be a part of the crowds well. It appeals to the popularity aspect or coolness aspect of a person using a particular product or service. McDonald's appeals to its customers that they have served millions and billions of customers. This encourages the customers to try out McDonald's products. **(Figure 11.5 Bandwagon Appeal in McDonald's Ad)**

(Figure 11.5 Bandwagon Appeal in McDonald's Ad)

6.   **Music Appeal:** Music is an all-time favorite in advertising. The catchy music is used by almost all the TV and radio ads. Music entertains, it engages and involves the audience and it helps in the easy acceptance of the selling messages.

The idea of Cadbury Chocolate- 'Kuch Khas Hai Jindgi Main' (something Special) is a very popular rhymed advertisement. This advertisement not only involves the consumers but also puts across a message that this chocolate is something special for someone. It is equal to a song and because of that customers register it easily.

(Figure 11.6 Music Appeal in Vicco Vajradanti Paste Ad)

Today, many brands are introducing or reminding their product through filmi music or custom music like Hero Motor Corp which has 'hum mai hai hero' song, coke ads with 'Unmindon wali dhoop, sunshine wali aasha' and Vicco Vajradanti Paste 'Daant Gungunaye'. Advertisements are coming with filmi music or custom music. There are advertisements like Hero Motor Corp which has 'hum mai hai hero' song, or Coke ads with "Ummidon wali dhoop, sunshine wali aasha"; these songs are created specially by the brands in their advertisements. **(Figure 11.6 Music Appeal in Vicco Vajradanti Paste Ad)**

7. **Romance Appeal:** These advertisements display attraction between opposite genders. The appeal is used to signify that buying certain products will have a positive impact on the opposite gender. Here, the customers are shown that for a soft and smooth skin Nivea is the best option, as that may bring them closer to their partners. **(Figure 11.7 Romance Appeal in Nivea Lotion Ad)**

(Figure 11.7 Romance Appeal in Nivea Lotion Ad)

8. **Youth Appeal:** Advertisements that reflect youth giving aspects of the products. Cosmetic products, in particular, make use of this appeal. In these

advertisements, the product is shown used by some young celebrities of the country. The products are advertised in such a way that the young customers feel that it connects to them. **(Figure 11.8 Youth Appeal in Garnier Ad)**

(Figure 11.8 Youth Appeal in Garnier Ad)

9. **Celebrity Appeal:** Many companies use celebrities to advertise their product. They use celebrities because many teenagers want to be like celebrities and therefore will buy the product if a celebrity endorses it. Here, Saif Ali Khan is seen promoting Amul Macho male vest. Most of his fans would follow him and purchase this brand product.**(Figure 11.9 Celebrity Appeal in Amul Macho Ad)**
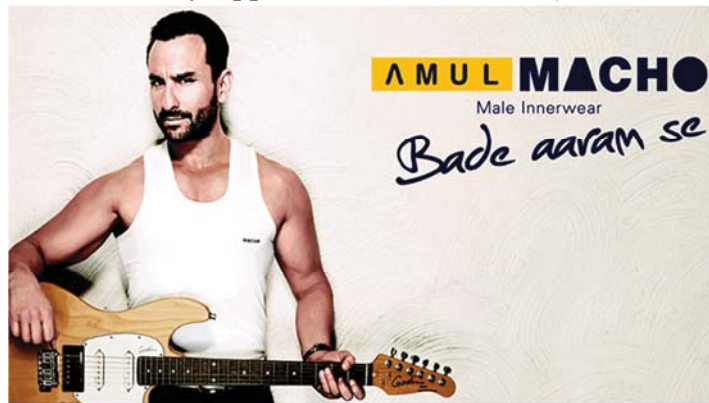
10. **Reminder Appeal:** Advertising using reminder appeal has the objective of building brand awareness. For Example- IPO, income tax, pulse polio awareness.

11. **Scarcity Appeal:** Scarcity appeals tap into people's fear of missing out, so they're a great way to convince people to take advantage of a sale or a limited edition product. However, make sure that actually applies to what you're selling. Customers notice on limited time offer products or sale and if it goes on longer than advertised, they may lose trust in your company's promotions. Make sure a "sale" is truly a "sale".

12. **Sex Appeal:** Sex appeal captures attention, but seldom promotes product consumption. Effective sex appeal ads convey a specific message to the target demographic group. Fragrance products use sex appeal to convey romance to women by indicating the use of the product will help her find the man of her dreams. Generally done by showing the woman spraying the fragrance and then capturing the attention of an attractive male who passes her on the street. **(Figure 11.9 Sex Appeal in Slice Ad)**

(Figure 11.9 Sex Appeal in Slice Ad)

13. **Brand Appeal:** This appeal is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.

14. **Adventure Appeal:** Appealing to a person's a sense of adventure and excitement. The goal of the adventure appeal is to make people feel like excitement, action, entertainment, and sense of adventure will be enhanced if they purchase or use a product or service.**(Figure 11.10 Adventure Appeal in Mountain Dew Ad)**

(Figure 11.10 Adventure Appeal in Mountain Dew Ad)

15. **Snob Appeal:** Appealing to people by making them feel like they will experience luxury, elegance, or superior quality. The goal of the snob appeal is to make people feel like their purchases or actions will put them in a position to experience the highest of qualities and luxuries. **(Figure 11.11 Snob Appeal in BMW Ad)**

(Figure 11.11 Snob Appeal in BMW Ad)

16. **Social Appeal:** Appealing to a person's sense of belonging or feeling of inclusion. The goal of the social appeal is to make a purchase and take action based on whether it will make them feel accepted, recognized, respected, recognized, respected, affiliated or even projected with, or even rejected, respected affiliated with

of even rejected the certain group organization or people. It's all about status and fitting in.**(Figure 11.12 Social Appeal in Vogue Empower Ad)**

(Figure 11.12 Social Appeal in Vogue Empower Ad)

17.   Moral Appeal: Moral appeals attempt to draw the audience attention to what is "right". Moral appeals are generally used to urge people to support social causes such as environmental concerns, population explosion, donating money to help victims of some natural calamity, or equal status for women etc.

11.2.2 WRITING COPY FOR PRINT ADVERTISEMENTS

Print advertisements have two main elements i.e. copy and visuals. The copy has again a few subparts. These include a headline, sub-headline, body text, and slogan. Here are the functions of the various parts of the ad copy:

HEADLINE

> ➢ Promises the benefits
> ➢ Initiates the selling message
> ➢ Introduces the product

SUB HEADLINE

> ➢ Elaborates the promise
> ➢ Supplements the headline

BODY COPY

> ➢ Amplifies the selling message thorough elaboration, discussion, and description

➢ Provides proof of claim through examples and arguments etc.

➢ Suggests actions be taken.

SLOGAN

➢ Restates the entire selling message.

Note: In the previous lesson we have discussed it in detail.

11.2.3 WRITING ADS FOR RADIO

The fundamentals of copywriting are the same for all types of advertisements, printed, radio, television or any other. The difference is in the format. For radio and television advertisements there are certain special requirements.

Radio is an audio medium. It is very personal and highly involved in nature. Radio is also a highly selective medium. Radio programs are so prepared that these can pinpoint an age group, an income group, an educational level, etc. The number of stations and services also helps this. This way radio can be selective in terms of geographic reach (local, regional, national or international). Writing for radio advertisements should take into consideration the special and unique 'auditive impact' of the medium. Here the messages are only heard. So the advertising scripts should be written for the ear only. The options available to a radio ad scriptwriter are the voice, sound effects, and music. There is no scope for illustration or depiction. So a lot of descriptions and dialogues are used for radio ads. This calls for the use of dramatic language.

Radio listing is a unique experience. It is a background thing. It is a shared experience and mostly it has a soothing influence. And listeners are not much attentive while listening to the radio and particularly when the ads are on. So it is important to captivate the listeners' attention before delivering the selling message. This is more important for radio ads than on other media. So the need is to be intrusive. To intrude into the listeners' world, sound effects and musical flourishes.

Other devices used to capture and hold the attention of the audience are:

➢ **Product in sound :- Jingles**

➢ **Dialogues :- Straight announcements**

➢ **Sound effects :- Symbolic character voice**

➢ **Well-known voices :-Variety of musical styles**

- ➢ **Humour :-**   **Speed-ups and slow-downs of voices**
- ➢ **Popular tunes :-**   **Believability & Credibility**
- ➢ **Real life interviews :-**   **Authoritative presentations**

LANGUAGE IN RADIO ADS

The language of radio ads should be natural and should use only words from the spoken vocabulary. Contractions like here's, wasn't, don't, etc. should not be used as far as possible. One very important feature of the radio is immediate. So radio ads should use the present tense. The rigidities and formalities of written language should not be followed while writing for radio ads. Radio does not offer any refer back facility. And the constraint of time does not allow for repeating the message many times. So the words and language used should be very simple.

Clarity should be given top priority. Complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Also, ambiguity and vagueness should be avoided. Another aspect of radio ad writing is the use of picture words. These words convey concrete images.

11.2.4 WRITING FOR TV ADVERTISEMENTS

Television captures our imagination like no other medium. It shows, tells and it supplements the audio and visual elements by way of movements. It is the most visible of all media. Often it is considered to be a status medium. However, the most important attribute of television is that it comes closest to putting the viewer at the place or scene of events being shown on the TV sets.

Television is first and foremost a visual medium. This fact must be taken into consideration from the idea generation stage. This medium also requires a skillful blending between the visual and the verbal (words). Noted communication theorist Marshal McLuhan once said, "no other medium involves the audience so completely as television". And this involvement makes television the most powerful selling in the market place.

Television advertisements (also called TV commercials) have certain unique requirements. A TV ad puts in a span of 30 add seconds a little story that creates a mood, offers a slice of life, conveys a selling message, and invites action. While a lot

of people are involved in the making of television ads, the copywriter is central to this team.

A television ad is written in the script form. Writing of scripts requires both verbal and visual thinking, while the copywriter has to pen down only words, but he has to also think about the visuals to be able to time and match the action. This is called a creative connection. And coming up with such creative connections is what makes advertising copywriting all the more interesting and exciting.

11.3 CHECK YOUR PROGRESS

1. The central theme of an advertisement that motivates the consumer to make a purchase decision is?

a) Advertising appeal

b) Advertisement script

c) Slogan

d) Headline

2. Which among the following is not an essential of advertising appeal?

a) It must be conceptually sound

b) It must be interesting

c) It must be economical

d) It must be complete

3. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?

a) Rational appeal

b) Emotional appeal

c) Moral appeal

d) Humour appeal

4. Aishwarya Rai Bachan endorsing L'Oreal is an example of?

a) Rational appeal

b) Beauty appeal

c) Sex appeal

d) Emotional appeal

5. _____ suggest to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behavior.

a) Responsibility appeal

b) Fear appeals

c) Sex appeals

d) Family appeals

6. Three common advertising appeals include

a) Objectivity, timeliness and frequency

b) Fear, sex, and humour

c) Guilt, ego and enrichment

d) Possessiveness, pride and social status

11.4 LET US SUM UP

➢ Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different. It is not self-expression. It is an expression in a planned and calculated way. It has a specific motive of persuading or motivating. And it is always goal-oriented i.e., it tries to achieve some goal or the other.

➢ Two things come to the fore when one thinks about creativity in advertising. The first is advertising's role as a link between the product and the audience. And second is the relevance of the advertising message. For these basis, people define creativity in advertising as creating "unique and relevant connections".

➢ An advertisement deals with only one person at a time- whether a reader, listener or viewer. If the person (prospective customer) thinks the ad is speaking to him or about him only then he pays attention. Or better still, the ad has to speak to an individual about his problems, his wants, his needs, his interests and his goals. In simple words, it has to appeal to him.

➢ An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer by speaking to an individual's needs, interests, or wants.

11.5 KEYWORDS

Appeal: An advertising approach that connects with some need, wants, or emotion that makes the product message attractive, attention-getting, or interesting.

Fear Appeals: Fear appeal is an emotional response to some actual or perceived threat or danger. Advertisers use fear appeals in some situations to evoke the desired emotional response and motivate the audience to take steps to remove the threat.

Humour Appeals: Humour generates feelings of amusement and pleasure and, for this reason, it has the potential for the feelings to become associated with the brand and affect consumer attitudes toward the brand and probably its image.

Classified Ad: A brief listing appearing in a periodical of items for sale and /or services offered, usually arranged by category.

Commercial: An audio or video advertising announcement, usually presented on television, radio or in a movie theater.

Display Ad: An illustrated advertisement in a newspaper or magazine.

Jingle: A catchy musical refrain delivering an advertising message, frequently used on radio or television.

Testimonial: A statement, often given by a celebrity, affirming the value of a product, event or service. The authority, glamour, character or special knowledge of a celebrity can reflect on the advertised product.

11.6 SELF- ASSESSMENT TEST

1. What are advertising appeals? What are the goals of advertising appeals?
2. What are musical appeals? Think of an example of an advertisement that you saw on TV or heard on the radio where a musical appeal was used. Do you think this appeal was successful? Why or why not?
3. What are humour appeals? Discuss an example of advertisements that you saw on TV that used a humour appeal.
4. What are sexual appeals? List and discuss two types of products that could benefit from sexual appeals.
5. What are emotional appeals? Describe an advertisement that you saw or heard that used this type of appeal.
6. What are the various appeals used in advertising?
7. Choose three ads you don't like. Rewrite the headlines.
8. Create three humorous ads for any brand of your choice.

9. Collect three ads that use a testimonial, comparison, fear and sex. Do you think these ads would be effective? Give your reasons.

10. Collect two ads that use sex appeal. Is the use appropriate?

11. Throw light on Radio advertisement giving suitable examples.

12. Throw light on TV advertisements giving suitable examples.

13. How Radio advertisement is different from Television advertisement? Discuss.

11.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

1. a) Advertising appeal

2. c) It must be economical

3. b) Emotional appeal

4. b) Beauty appeal

5. b) Fear appeals

6. b) Fear, sex, and humour

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SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
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WRITING FOR WEB	

STRUCTURE

12.0   Introduction

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12.0 INTRODUCTION

Writing for the Web or Web-based Writing is the most developed form of writing these days. There are certain important things to keep in mind when you write for the Screen, not the pages. All writing, whether it is in literature, research or academics, is online. People read online content on their devices. It has to be very considerate for the reader as there is no enforcement on the user to stay on the page. People come to your website with a specific task in mind. When developing a website's content, keep the users' tasks in mind and write to ensure to help them accomplish those tasks. If the website doesn't help them, complete that task, they'll leave. Thus, in this lesson

we will learn about web writing, writing techniques and skills for websites and web pages.

12.1 LEARNING OBJECTIVES

> ➢ The objective of this chapter is to give a deep insight into the types of website as well as , the elements of a website design .
> ➢ Through this chapter, the reader can know about the basic elements of web writing and multimedia and interactive content
> ➢ Another objective of this chapter is to give information about the skills for successful web content writer.
> ➢ This chapter will also focus on how to write User-Friendly Content.

12.2 BASIC OF WEB

1. WEBSITE

A website is a collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name, and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com. Websites can be accessed via a public Internet Protocol (IP) network, such as the Internet(WLAN), or a private local area network (LAN), by a uniform resource locator (URL) that identifies the site.

Websites can have many functions and can be used in various fashions; a website can be a personal website, a corporate website for a company, a government website, an organization website, etc. Websites are typically dedicated to a particular topic or purpose, ranging from entertainment and social networking to providing news and education. All publicly accessible websites collectively constitute the World Wide Web (WWW), while private websites, such as a company's website for its employees, and are typically part of an intranet.

Websites can be the work of an individual, a business or other organization, and are typically dedicated to a particular topic or purpose. A website can contain hyperlinks to any other websites, so the distinction between individual sites, as perceived by the user, can be blurred. Websites are written in, or converted to, HTML (Hyper Text Markup Language) and are accessed using a software interface classified as a user agent. Web pages can be viewed or otherwise accessed from a range of computer-based and internet-enabled devices of various sizes, including desktop computers, laptops, palmtops, tablet computers and smart phones.

A website is hosted on a computer system known as a web server, also called an HTTP (Hyper Text Transfer Protocol) server. These terms can also refer to the software that runs on these systems which retrieves and delivers the web pages in response to requests from the website's users. Apache is the most commonly used web server software (according to Netcraft statistics) and Microsoft's IIS is also commonly used. Some alternatives, such as Nginx, Lighttpd, Hiawatha or Cherokee, are fully functional and lightweight.

2. WEBPAGE

Web pages are the building blocks of websites as documents, typically composed in plain text interspersed with formatting instructions of Hypertext Markup Language (HTML, XHTML, XML). They may incorporate elements from other websites with suitable markup anchors. Web pages are accessed and transported with the Hypertext Transfer Protocol (HTTP), which may optionally employ encryption (HTTP Secure/HTTPS) to provide security and privacy for the user. The user's application, often a web browser, renders the page content according to its HTML markup instructions onto a display terminal.

3. HYPERLINK

Hyper linking between web pages conveys to the reader the site structure and guides the navigation of the site, which often starts with a home-page containing a directory of the site web content. Some websites require user registration or subscription to access content. Examples of subscription websites include many business sites, news websites, academic journal websites, gaming websites, file-sharing websites, message boards, web-based email, social networking websites, websites providing real-time stock market data, as well as sites providing various other services. End users can access websites on a range of devices, including desktop and laptop computers, tablet computers, Smartphones and smart TVs.

12.2.1 TYPES OF WEBSITE

Websites can be divided into two broad categories static and dynamic (interactive). Interactive sites are part of the Web 2.0 community of sites, and allow for interactivity between the site owner and site visitors or users.

Static sites serve or capture information but do not allow engagement with the audience or users directly. Some websites are informational or produced by enthusiasts or for personal use or entertainment. Many websites do aim to make money, using one or more business models, including: Posting interesting content and

selling contextual advertising either through direct sales or through an advertising network.

E-commerce: products or services are purchased directly through the website Advertising products or services available at a brick and mortar business.

Freemium: basic content is available for free but premium content requires a payment (e.g., WordPress website, it is an open source platform to build a blog or website.) There are many varieties of websites, each specializing in a particular type of content or use, and they may be arbitrarily classified in any number of ways. The number of websites continued growing to over 1 billion by March 2016, and has continued growing since.

Static website

A static website is one that have web pages stored on the server in the format that is sent to a client web browser. It is primarily coded in Hypertext Markup Language (HTML); Cascading Style Sheets (CSS) are used to control appearance beyond basic HTML. Images are commonly used to effect the desired appearance and as part of the main content. Audio or video might also be considered "static" content if it plays automatically or is generally non-interactive. This type of website usually displays the same information to all visitors.

Similar to handing out a printed brochure to customers or clients, a static website will generally provide consistent, standard information for an extended period of time. Although the website owner may make updates periodically, it is a manual process to edit the text, photos and other content and may require basic website design skills and software. Simple forms or marketing examples of websites, such as classic website, a five-page website or a brochure website are often static websites, because they present pre-defined, static information to the user. This may include information about a company and its products and services through text, photos, animations, audio/video, and navigation menus. Static websites can be edited using four broad categories of software:

Text editors, such as Notepad or Notepad++, where content and HTML markup are manipulated directly within the editor program.

WYSIWYG offline editors, such as Microsoft FrontPage and Adobe Dreamweaver (previously Macromedia Dreamweaver), with which the site is edited using a GUI and the final HTML markup is generated automatically by the editor software

WYSIWYG online editors which create rich media online presentation like web pages, widgets, intros, blogs, and other documents.

Template-based editors such as iWeb allow users to create and upload web pages to a web server without detailed HTML knowledge, as they pick a suitable template from a palette and add pictures and text to it in a desktop publishing fashion without direct manipulation of HTML code. Static websites may still use server side includes (SSI) as an editing convenience, such as sharing a common menu bar across many pages. As the site's behaviour to the reader is still static, this is not considered a dynamic site.

Dynamic website:

A dynamic website is one that changes or customizes itself frequently and automatically. Server-side dynamic pages are generated "on the fly" by computer code that produces the HTML (CSS are responsible for appearance and thus, are static files). There are a wide range of

High level language (HLL) software systems, such as CGI, Java Servlets and Java Server Pages (JSP), Active Server Pages and ColdFusion (CFML) that are available to generate dynamic web systems and dynamic sites. Various web application frameworks and web template systems are available for general-use programming languages like Perl, PHP, Python and Ruby to make it faster and easier to create complex dynamic websites.

Dynamic sites is interactive by using HTML forms, storing and reading back browser cookies, or by creating a series of pages that reflect the previous history of clicks. Another example of dynamic content is, when a retail website with a database of media products allows a user to input a search request.

In response, the content of the web page will spontaneously change the way it looked before, and will then display a list of products like CDs, DVDs and books. Dynamic HTML uses JavaScript code to instruct the web browser how to interactively modify the page contents. One way to simulate a certain type of dynamic website while avoiding the performance loss of initiating the dynamic engine on a per-user or per-connection basis is to periodically automatically regenerate a large series of static pages.

12.2.3 MULTIMEDIA AND INTERACTIVE CONTENT

Earlier websites had only texts and images. Web browser plugins were then used to add audio, video and interactivity. Examples of such plug-ins are Microsoft Silver

light, Adobe Flash, Adobe Shockwave and applets written in Java. HTML 5 includes provisions for audio and video without plugins.

JavaScript is also built into most modern web browsers, and allows for website creators to send code to the web browser that instructs to interactively modify page content and communicate with the web server. The browser's internal representation of the content is known as the Document Object Model (DOM) and the technique is known as Dynamic HTML.

WebGL (Web Graphics Library) is a modern JavaScript API for rendering interactive 3D graphics without the use of plug-ins. It allows interactive content such as 3D animations, visualizations and video explainers to presented users in the most intuitive way.

A 2010-decade trend in websites called "responsive design" has given the best of viewing experience as it provides with a device based layout for users. These websites change their layout according to the device or mobile platform thus giving a rich user experience.

IMPORTANT NECESSITIES OF A WEBSITE DESIGN

Basically, there are some necessary factors that a website will need for designing.

1. Navigation

The website design should be easy to navigate and the menu items should easily accessible from any page. The viewer should always know exactly where they are on the website and have easy access to where they would like to be. A site map is a great idea and will be used if available. This sounds elementary but most websites could be improved in this area. Remember, there is a fine line between an interactive menu and an annoying one, so functionality should be the idea.

2. Visual Design

People are visually oriented creatures, and utilizing great graphics is a good way to make your website more appealing. Your website has about 1/10th of a second to impress your visitor - and potential customer - and let them know that your website - and business (by proxy) - is trustworthy and professional. However, it's important not to go overboard with too much. Scrolling text, animation, and flash intros should be used sparingly in your web design and only to emphasize a point for maximum effect.

3. Content

This is the backbone of your website. Not only does your content play a major role in your search engine placement, it is the reason most visitors are seeking from your website in the first place. Your website text should be informative, easy to read, and concise. Well thought out web content and copy will do more than anything else to make your website design engaging, effective and popular.

4. Web Friendly

No matter how informative, beautiful, and easy to use your website design is, it's useless unless it's web-friendly. It is important that your web designers know the keys to making your website work on all the major browsers, and that they utilize meta-tags, alt tags, are fully versed in SEO (Search Engine Optimization). Many factors affect your search engine placement and visual appearance of your site, so make sure your web designers know their stuff.

5. Interaction

A truly effective website design engages your visitors immediately and continues to hold their attention through every page, as well as influence them to contact you. This is called 'conversion', and is probably your website's ultimate goal. Again, there is a fine line between interaction and annoyance, so the level of interaction should never outweigh the benefit.

6. Information Accessibility

Not all visitors to your website are interested in, or have the time to peruse the entire site. They may need to access only a phone number or address, or just a certain bit of info. For this reason its important to place key information in plain site, in an area that's easily accessible. We ve all had the experience of not being able to locate some needed information on a website, and the result is always a frustrated visitor. The experience is annoying at best, and a disgruntled visitor won't stay on your site very long and is unlikely not to return, much less do business with you.

7. Intuitiveness

A great website anticipates what your visitor is thinking and caters directly to their needs, and has elements arranged in a way that makes sense. If a visitor is searching for one of your products or services on a search engine or directory where your site is listed, it's important that your website have a landing page that is directly relevant to what they searched for rather than forcing them to filter through all of your information. Remember, the shortest distance between two points is a straight line.

8. Branding

Your website should be a direct reflection of your business and your brand. Your visitor should immediately make a visual connection between your logo, print material, and brick-and-mortar location. A website that does this not only contributes to the memorability of your branding, but adds a level of credibility and enhanced image of that of your overall business.

9. Turnaround Time

The number one complaint of website design customers is the time it takes to get the site up and running. Unfortunately, a firm that takes unusually long to complete your website is par for the course. The longer it takes to complete the website, the more business - and value - you lose. A website that isn t on the web isn t and working properly isn't going to bring you any business!

10. Conversion

Your website can be the most important client generator your business can have, and must place the primary emphasis on bringing in new clients and making additional services available to existing clients through increased awareness of all the services you offer. Providing them with the tools they need to do business with you in an easy and enjoyable way will increase your website conversion and bring you the kind of success you seek.

How to design a good-looking website

1. Keep your design balanced.
2. Compartmentalize your design by using grids.
3. Pick two or three base colors at most for your design.
4. Try to make the graphics go well together.
5. Improve your website's typography.
6. Make elements stand out by adding white space around them.
7. Have all elements connected.

12.2.2 ELEMENTS OF WEBSITE DESIGN

Web "sites" are complete abstractions—they don't exist, except in our heads. When we identify a site as such, what we're really describing is a collection of *individual* linked pages that share a common graphic and navigational look and feel. What creates the illusion of continuity across a cohesive "site" is the design features that pages share. Individual HTML pages and how they are designed and

linked are the atomic unit of web sites, and everything that characterizes site structure must appear in the page templates.

As the web has matured over the past decade, the structure of web pages in text-driven information sites has become more uniform and predictable. Although not all web pages share the exact layout and features described here, most web pages incorporate some or all of these basic components, in page locations that have become familiar to web users (fig. below).
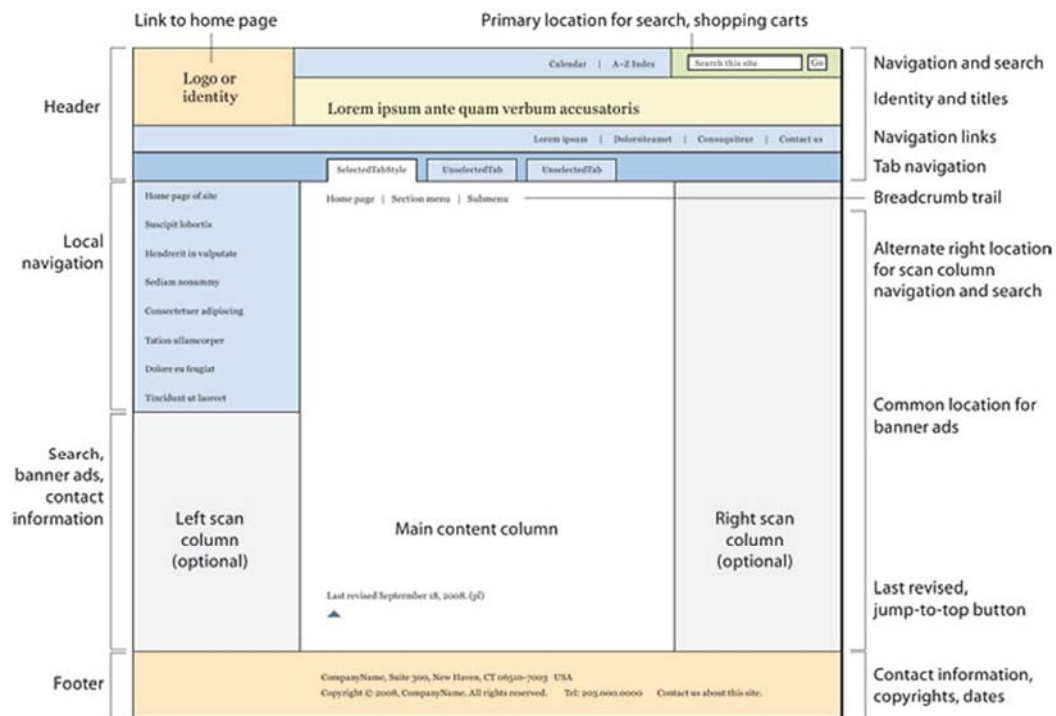
Figure 1 — A canonical page design and major page elements.

Page headers

Page headers are like miniature versions of the home page that sit atop each page and do many of the things that home pages do, but in a limited space. Headers provide site identity and global navigation, with search and perhaps other tools. The exact location and arrangement of the components vary from site to site, but the overall design pattern has become fairly consistent.

Headers are the most visible component of site identity. What seems real is real: a collection of pages that share headers will be perceived as a "site" even if the pages originate from very different technical sources (PHP/Perl, JSP, .NET, blog software,

portal systems, SharePoint, web applications, content management systems, and so on).

Home link

Placing your organization or site logo in the upper left corner of the page—and linking that logo to the home page—is a widely used convention and one you should adopt. If you are not using a logo or graphic in your header, at least put a "home" link near the upper left corner of the page, where 99 percent of users will expect to find it.

Global navigation

Headers are the most frequent location for global navigation links that span the site. The ideal arrangement is to use an HTML list of links, styled with CSS to spread horizontally across a section of the header. This gives you:

- Usability: global links where users most expect to see them

- Semantic logic: the collection of global links should be marked up as a list, because, well, it *is* a list

- Accessibility: the list format of links appears early in the code listing, where it should be

- Search visibility: a collection of your major navigation keywords, linked and at the top of the code listing, is ideal for search engine optimization

Tabs are another widely used, easily understood convention for global navigation. The best way to implement tabs is to style an ordinary HTML list with a more elaborate CSS treatment to form the "tab" graphic around each link. Be sure you get the graphic details right: the selected tab should be graphically unambiguous, and the remaining tabs should clearly be behind the selected tab. This type of "you are here" marker is essential in orienting users within the site. Tabs can also be used to implement a two-tiered navigation scheme, in which a secondary horizontal list of links appears under the selected tab, again as a simple HTML list with CSS styling, to keep things semantic, accessible, and search visible.

Breadcrumb navigation

Breadcrumb navigation is a widely used, easily understood navigation device that is particularly useful in large sites with deep levels of content organization. Breadcrumbs integrated into the header are best at the top of the header, as in the Google and useit.com sites Another popular location for breadcrumb navigation is just above the main page content.

Search

All sites with more than few dozen pages should offer local site search. The upper right area of the header is a popular location for search boxes, but a header search box must necessarily be simple to fit in this relatively small area If you need more screen area to offer more controls and choices to the search user, consider locating your site search in the left or right scan columns of the page

"Checkout baskets," online shopping "carts"

Long ago, Amazon put its "cart" link in the upper right of the header, and that's where virtually all other shopping sites put it now, too. Don't buck the trend; it's one of the most firmly rooted interface conventions on the web .

Ad-supported sites often reserve a large area above other header components for banner advertising, and research shows that users commonly expect to see banner ads in this area of the page. This layout convention has important implications, even if your site does not use banner ads, because of the widely observed phenomenon of "banner blindness." Readers commonly ignore areas of the screen that usually contain advertising, especially if the graphic content looks like a banner ad. Be sure your headers and other page graphics don't use the heavily boxed and graphically loud visual vocabulary of most banner ads, or your readers may ignore important elements of your user interface.

Scan columns

Subdividing the page field into functional regions is a fundamental characteristic of modern graphic design. Early in the web's history, designers began using narrow "scan" columns at the edge of the page to organize navigation links and other peripheral page elements, much as scan columns have been used in print publications for a century or more. Research on web user expectations now supports the common practice of locating navigational links—particularly section navigation—in the left column.

Scan columns are also useful as locations for web search boxes, mailing address and contact information, and other more minor but necessary page elements. Research shows that the left scan column under the local navigation links is the second place most users will look for search features, after they look in the right header area

Left or right scan columns for navigation?

Extensive eye-tracking and user research says that it doesn't really matter whether you use left or right navigation columns. Users seem to do just fine either way, as

long as you are consistent about where you put things. We favor the left column for navigation simply because that is the most common practice.

Mailing address and contact information

Basic "real world" information about who the company responsible for the site is, *where* the company is, and how to contact the company is often hard to find on otherwise well-designed sites. If you sell a product or service, don't hide from your customers. Display your contact information in a prominent location, such as the scan column, on every page.

Advertising and the scan columns

Our advice about ads in the scan column is the same as with header ads beware! Users often ignore content that looks like advertising when they see it in a scan column. Use formats that don't scream "ADVERTISING!" Never make your scan column content or navigation look anything like a typical banner ad, or users may never notice it.

The content area

Web content is so multifaceted that few general rules apply, but the following common practices make content areas easier to use:

- *Page titles.* Don't bury the lead. Every page needs a visible name near the top. For all kinds of logical, editorial, accessibility, search visibility, and *common-sense* reasons, use an <h1> heading at the top of the page to let users know what the page is about.

- *Breadcrumb navigation.* The top of the content area is the most common location for breadcrumb navigation.

- *Jump-to-top links.* Jump links are a nice refinement for long pages. These links don't need to be elaborate—just a top of page link will do, but a small up-arrow icon offers good reinforcement.

- *Rules.* These elements can easily be overused and lead to a cluttered design. Use CSS to keep page rules as unobtrusive as possible. When in doubt, skip rules and use a little white space to create visual content groupings or separations.

- *Paging navigation.* In multipage sequences it is convenient to have simple text links at the top and bottom of the page to move the reader to the previous or next pages in the sequence. In longer sequences it is helpful to provide information describing where they are in the series.

- *Dates*. Publication and update dates are useful for assessing the currency and relevance of content. In news and magazine sites the publication date should appear at the top of the page. Other sites should display a last-updated date at the bottom of the content area

Page footers

Page footers are mostly about housekeeping and legal matters. These elements need to be on the page, but place them somewhere out of the way:

- Page author or, in large enterprise sites, responsible party

- Copyright statement

- Contact details, especially email

- Links to related sites or to the larger enterprise

- Redundant navigation links, for long pages

12.2.4 WRITING FOR THE WEB

Web writing means to write the content for websites. Depending on the site owner or consultant that you work for, this might take the form of blog posts, tweets, scraps, eBooks, reports, manifestos, white papers, email newsletters, sales copy, product descriptions and more. Really, wherever you see words online, you're seeing an opportunity for work as a paid web content writer.

When writing for the web, using plain language allows users to find what they need, understand what they have found, and then use it to meet their needs. It should also be actionable, findable, and shareable. It's important to understand how what you are writing fits into the overall content strategy, what the content lifecycle entails, and who is involved in the process.

Print vs. Web

Before the invention of the World Wide Web, there was only one kind of writing: print writing. All the writing that was done had been done on paper and its alternatives. But the computer changed that, and now we have two types of writing: web writing &print writing. Print writing is the older form of writing. It isn't an interactive form of writing (means there are no links, no multimedia, and no multilayer form of interaction).

Print writing is typically longer and more formal than web writing (once again, the word "typically" implies not always the case). And there's one very important point.

Whereas in web writing an average guy could still publish his works online (e.g. at his own blog, feature an article at an high trafficked site, online magazine etc).

It makes a big difference whether your work is published or not, and if you're only trying print writing, you'll have to come to terms with the fact that like it or not, most of your writings will not be published. Examples of print writing are: novels, nonfiction books, articles, essays, etc.

12.2.5 PURPOSE OF WEB WRITING

The writer has the herculean task of writing for those whom he has never met or even talked to. There is a rare possibility that the content writer meets the real-possible visitors of the website or blog. Hence the Making of a Persona, to draw the accurate contour of expression, is obligatory for good Web Writer. The objectives are not much different what we do through communication but there are specific descriptions of a couple of objectives. See Details:

Educate: The content has to convince the Reader/Visitor/User through the content. Convincing can be done by quoting making sentences that are captivating and have the power to match with the expectations of the user. As we are talking of Writing for the Web, it becomes slightly different from the printed persuasive tools. In Print, one has the facility to create 'Physically Evident' tools or pieces. The purpose of persuading is directly implemented by handing over the 'persuasive literature' to the subject/reader. Nevertheless, Persuasion remains the primary factor in communication and speaks rightly in Web Writing.

Inform: Web-Based Writing must not neglect this responsibility of 'Giving Right Information' at the 'Right Time' to the 'Right Person.' People are to be informed and there is one major thing that sets this purpose apart from others, i.e. Informational Content Writing must be in, Real Time', as we have read it in the Nature of Web-Based Writing that readers have the choices to pick from. Your website can remain in the 'bookmarks' only when the content is there."Write to Inform; not to impress!"

Entertainment: It means 'going by the likes and dislikes' of the possible readers. The writer keeps the Persona in mind and develops such content that is capable of generating interest in the reader/user. To appreciate the interests and hobbies of your client and arranging the content as per the likes-priorities is what Entertainment is. This purpose of the content must be taken care of.

Change Behaviour: Elaboration Likelihood Model of Advertising and Psychology speaks what works here. The Content is the King and the kingdom of Users can be

kept in rule through captivating-impressive content only. Following Direct and Peripheral routes of efforts to change the perception, attitudes, and behaviour of the user/readers is an objective. The Change in behaviour takes place when the reader has gone through the Persuade, Inform and Entertainment steps.

Enforce Compliance: Try to remember the UI- User Interface of any good E-Commerce/Online Shopping website. How do they keep you engaged and try to follow the route of bringing a change in your attitudes and behaviour about shopping? This is an objective which must be realized if the Content has brought the user to the behaviour re-think stage. Here comes the "Order Now", "Shop/Join Now", "Become a Member", "Submit" like options that are called 'Enforce Compliance' for the User.

Vanity: NO to Vanity- The Content Writer must keep one thing in mind that Vanity is an enemy and must not be valued beyond control. The Reader is the Supreme receiver of the content and while writing for the web, one must keep an eye on the Persona of the possible user/reader.Finaly the purpose is what we understanding as the objective of the Content. It is communication and the purpose is to communicate.

12.2.6 HOW TO WRITE USER-FRIENDLY CONTENT

It's important to target your audience when writing for the web. By knowing who you are writing for, you can write at a level that will be meaningful for them. Use the personas you created while designing the site to help you visualize who you are writing for. The 7 Cs, 4Ss, 5Ws (Who, What,Where,When,Why) give the basic assumption of Web-Based Writing and make the content writer active. Use the words your users use. By using keywords that your users use, you will help them understand the copy and will help optimize it for search engines.

Chunk your content: Chunking makes your content more scannable by breaking it into manageable sections.

Front-load the important information: Write in an inverted pyramid style. Place the most important information at the top, extra info toward the bottom. Say what you mean, mean what you say.

Use pronouns: The user is "you." The organization or government agency is "we." This creates cleaner sentence structure and more approachable content.

Use active voice: "The board proposed the legislation" not "The regulation was proposed by the board."

Use short sentences and paragraphs: The ideal standard is no more than 20 words per sentence, five sentences per paragraph. Use dashes instead of semi-colons or,

better yet, break the sentence into two. It is ok to start a sentence with "and," "but," or "or" if it makes things clear and brief.

Use bullets and numbered lists: Don't limit yourself to using this for long lists—one sentence and two bullets is easier to read than three sentences. Research has shown that short, concise paragraphs and bulleted lists work best for web use and Research also shows all caps are harder to read than mixed case.

Do not underline text: Underline on the web means link. Giving a sentence an underline for emphasis is misleading. And again, you don't really need it.

Use clear headlines and subheads: Questions, especially those with pronouns, are particularly effective. In most cases, it's best to use subheadings to clarify the subject of various sections on a page. Users want to skim and scan for information. Headings help this process exponentially. The headline should only take up one line of text, which means that it shouldn't exceed about 50 characters.

Provide links: Provide links to related material on your Web site and on others. Don't be concerned that visitors won't come back to your site once they leave; if you routinely send them to good material, and you have good material waiting when they return, they'll return.

Use images, diagrams, or multimedia to visually represent ideas in the content. Videos and images should reinforce the text on your page.

Copyright permissions: Make sure you have copyright permissions to use any picture. Just because it is on the internet does not mean it is free to use

Use white space: Using white space allows you to reduce noise by visually separate information.

Use bold and italics carefully: Bold should be used for headings and then sparingly for any other emphasis. Too much bold makes text harder, not easier, to read and differentiate.

Final touch: When you think you are done, look again .edit and edit, your text until it is the most essential message. Avoid exclamation points, it looks unprofessional! Let the content speak for itself. Keep your content up to date. Out-of-date content reflects poorly on the user's overall opinion of the website.

Break Rules: Disregard any and all of these rules as you see fit, but know them and apply them often.

Editorial calendar: It's also important to create an editorial calendar. You can encourage visitors to return to your site by keeping your content fresh and up-to-date, especially when working with blogs, social media, or dynamic content websites

12.2.7 SKILLS FOR SUCCESSFUL WEB CONTENT WRITER

Web content writers can work with clients on either a freelance or a salaried basis. Each option has its own advantages and disadvantages. A freelance web content writer work with a wide variety of clients in different fields and niches. Freelance web writing can be done part-time or full-time. At the same time, freelance income can be inconsistent and requires more hustling to find and keep clients.

A salaried web content writer work for a single company – either in an on-site or remote capacity with steadier income and possible employment benefits, but may lose some of the freedom of freelance writing, along with the excitement of working with new companies on different projects. Skills for successful web content writing for every web writes are required which are following:

First of all for new entry should know about writer means who is sensible, responsible, imaginary & creative person, overall a good human being .these qualities is needed for a web writer.

Web content should be engaging than 100% grammatically correct. If you aren't able to produce a fun, conversational tone with your work, web content writing may not be for you.

Web content writing is nearly always done on a "ghostwritten" basis. That means that you're producing content that will be published under other peoples' names. So if you are ready go ahead otherwise quit. If you want good pay you need to present yourself as a responsible, easy-to-work-with f the client. To summarize, do good work and don't be a douche about it.

Having an in-depth knowledge of another field can actually be hugely beneficial to your web writing career. There are plenty of websites out there who need writers with specific knowledge and experience – and they're usually willing to pay a lot more than clients who are looking for general interest writers.

Field of web content writing is competitive, there are a lot of web content writers looking for work and it's true that there are a lot of "lowest common denominator" jobs out there where you'll be asked to crank out low quality content on the cheap. Every day can be different for web content writers. There should be a balance in daily activities.

Writing, or getting ready to write:- This could mean researching a topic, outlining an article, writing a draft or proofing the draft before submitting it to a client. Content writes should have skills of Project management, such as communicating about deliverables and deadlines with clients. This could also encompass asking clients for clarification, getting topics approved and having drafts reviewed. If you're just getting started, you may spend more of your time on personal brand building and prospecting for new clients.

For writing Skill building, a writer has to stay up-to-date with what's happening in industry. That means reading articles, watching videos, checking out slide decks and more.

12.2.8 ARTICLE FORMATS FOR STRUCTURING WEB CONTENT

The "format" for which you will structure or organize your article around to present your thoughts in the most effective manner possible, depending on your goals for writing the piece and your target audience. This is an important step in crafting engaging articles that people crave. There are many different article formats you can employ here. I have found seven golden formats that are the most successful on the web. Try these formats to write engaging web content that people will enjoy reading:

The Numbered List:

The numbered list is a favorite of many writers. It represents one of the easiest formats for writing articles at lightning speed and people just love numbers. Make a list of the top 3, 10, 21, 50 or whatever other number you want of something that people should know about in your chosen topic. Write a brief, one or two paragraph introduction of the topic and then jump straight into your list of secrets, reasons, ways or types of something. Keep the exposition of each item down to only a few sentences long for maximum effect. Make sure you number your list correctly and give the total number of items in the article title. Like 101 Motivational Quotes and Top 10 web site etc.

People have a strong urge to understand what they don't know and want to do things for themselves. Whether it is fixing a broken appliance or fixing a broken relationship, people want to know the intricacies of doing things for themselves. The How-to article leads the reader through how to do a specific task often with brief, action steps toward a given objective.

To write a high value How-to article, you need to know exactly what you are talking about. Consider your expertise. Are you a social media marketer, for example? Maybe

you could write an interesting How-to article on how to market a new business online. What if you are a plumber by profession? You could write a How-to article on how to fix a broken kitchen pipe or something similar.

Just be thorough, use simple language that an 8th grader would easily understand and someone who did not know how to accomplish the task in your article will appreciate your excellent tutorial. Some of my favorite How-to articles include How to Manipulate People for Fun (and Profit) and How to Create a Minimum Viable Online Business.

The Ultimate Guide

Different types of content produce better results than others. Detailed posts, for example, generally tend to offer more value to readers and get more social shares and links than short web posts. Detailed posts, however, are more taxing to write. The Ultimate Guide is a detailed post that provides a thorough examination of the fundamentals of a given topic or subject.

It instructs readers on how to accomplish a task points the way to achieve a desired objective and also helps readers make sound judgments and decision about a given topic. Focus more on delivering high quality, high value information with your ultimate guide than the actual length of the guide. Like The Ultimate Guide to web Writing and How to be a web writer – The Ultimate Guide .

The Case Study

A case study is a comprehensive report about a specific topic that can ran into many pages. It analyzes the topic with the view to make generalizations that help address issues and or solve problems relating to the topic. For purposes of the web, a mini case study is growing in popularity by the day as a teaching aid and marketing ploy online. A mini case study is a shorter version of a case study usually no more than two or three pages long.

To write a mini case study, raise a provocative question or highlight a specific problem and then address the question or problem using three or four real life cases that show how the question or problem was successfully resolved. For example, let's say you raise a provocative question in the title like "Is it Worth it to Quit Your Day Job and Go Full-Time Freelance?"

Give the reader a real picture of how many people are actually leaving the corporate world and going solo by providing a few statistics to that effect. Then feature a few more real life cases with different outcomes to show the reader the different possible

outcomes of quitting your day job for a freelance career under different circumstances.

Finally, come up with logical, carefully analyzed generalizations on the best course of action a person thinking of quitting her day job for a freelance career should take based on the results of your case studies. This way you produce an article that is rich in information and provides real, practical guidance on the best way forward. People generally love and trust case studies.

The Latest Trend

The latest trend article exists under the category of web copy that has an inherent sense of urgency. Time is of the essence when it comes to writing trending posts. When trends like the latest tax shelters, branded gadgets or hairstyles arrive, people want to know all about them as quickly as possible. You will suddenly see dozens of articles covering the topic from its origins, benefits and drawbacks within a short time of the trend emerging.

To write trending articles that people want to read, keep tabs on new trends. Look out for trends set by celebrity endorsements, sudden events or a resurgence of past norms. While trends come and go within a short time frame, the latest trend format can be considered "evergreen." Think about it: Do you think trending subjects like latest fashion, home décor, delicacies (food) and parenting methods are going away any time soon?

The elements within a trend might change frequently, but the overall subject remains the same. You will always find something trendy to write about. Use words like "new," "latest," and phrases like "new studies "and " the latest secret," in your article to make it interesting and show the reader it is current and well researched. Always try to get the first scoop on new trends ahead of the competition. This will place you well in landing choice spots in lucrative trending publications like fashion magazines.

The "Premise Knock Down"

The "premise knock down" article presents an alternative view or approach to current, conventional methods or ideas. Here you raise a controversy or present an alternative angle to a popular topic by discussing the drawbacks of widespread, current norms in an industry. Magazines and newspapers use this method many times to get people talking or thinking.

For example, you will often find medical articles with titles like "How Effective Are Fish Oil Supplements?" Reading the article, you'd expect to find many new and

exciting revelations of the benefits of fish oil. Instead, you find the article reveals point-by-point findings of a scientific study that narrows the beneficial effects of fish oil on your overall wellbeing.

Your initial thoughts about a topic are knocked down and you get another (often more accurate) view of how things really are. Two of my favorite premise knock down articles in web writing is The "Content is King" Myth Debunked by Derek Halpern and Why Finding Your Blogging and Online Voice is a Total Myth by Marcus Sheridan.

The Q&A Interview

Lately, more and more companies and blogs are using interviews to satisfy their audiences' thirst for information. You can decide to present your interview in the traditional standard article format or present the interview in a Question and answer (Q&A) format. The Q&A format is more prevalent and well adapted for web usage due to its scalability.

Find a credible expert in your industry and request an interview from them. If they agree to take the interview, shoot them predetermined questions. Be polite and ask relevant questions that your readers will enjoy and learn from. For example, if your article topic is on the latest trends in the banking sector, interview a top professional in the banking industry.

These tips on how to find influential people with social media come in handy when looking for people to interview.

12.3 CHECK YOUR PROGRESS

1. Give the full form of GUI.
   a. Graphic used content
   b. Graphical user interface
   c. Graphical usable interface
   d. Gaming user interaction
2. Which of the following allows user to view a webpage?
   a) Operating System
   b) Website
   c) Interpreter
   d) Internet Browser
3. What is DOM?
   a) Hierarchy of objects in ASP.NET

b) Application programming interface

c) Convention for representing and interacting with objects in html documents

d) Language dependent application programming

4. A clickable link that takes you from one document to another, or to any resource, even within a the same document, with text that is highlighted in some fashion is called

   a) Locator
   b) URL
   c) Protocol
   d) Hyperlink

5. Dreamweaver is a--------
   a) website
   b) URL
   c) Protocol
   d) Software

12.4 LET US SUM UP

These days websites are useful medium for content writing and delivering to the global audience. The purpose of making good content is to make comfortable the users to understand, to make them educate about the various factors of society and their individual needs. The writing types variate by site to site as their classification. The basic writing must constitute preciseness, correctness, availabilibily, reliability, completeness and several others properties. This chapter concludes with the writing a good content for a website and its several necessities.

12.5 KEYWORDS

User interface (UI) - In information technology, the user interface (**UI**) is everything designed into an information device with which a person may interact. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website

UX - User experience, or UX, evolved as a result of the improvements to UI. Once there was something for users to interact with, their experience, whether positive, negative, or neutral, changed how users felt about those interactions.

Freemium - A business model, especially on the Internet, whereby basic services are provided free of charge while more advanced features must be paid for.

HTML- Hypertext Markup Language, a standardized system for tagging text files to achieve font, colour, graphic, and hyperlink effects on World Wide Web pages.Websites are written in, or converted to, HTML (Hyper Text Markup Language) and are accessed using a software interface classified as a user agent. Web pages can be viewed or otherwise accessed from a range of computer-based and Internet-enabled devices of various sizes, including desktop computers, laptops, tablet computers and smart phones.

HTTP (Hyper Text Transfer Protocol)- A website is hosted on a computer system known as a web server, also called an HTTP (Hyper Text Transfer Protocol) server. These terms can also refer to the software that runs on these systems which retrieves and delivers the web pages in response to requests from the website's users. Apache is the most commonly used web server software (according to Netcraft statistics) and Microsoft's IIS is also commonly used. Some alternatives, such as Nginx, Lighttpd, Hiawatha or Cherokee, are fully functional and lightweight.

DOM- The Document Object Model is a cross-platform and language-independent application programming interface that treats an HTML, XHTML, or XML document as a tree structure. A document can be viewed as a logical tree with help of DOM Model

Web 2.0-the second stage of development of the Internet, characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media.

WYSIWYG -A WYSIWYG (pronounced "wiz-ee-wig") **editor** or program is one that allows a developer to see what the end result will look like while the interface or document is being created. **WYSIWYG** is an acronym for "what you see is what you get".

GUI Graphical User Interface-GUI is an acronym for **Graphical User Interface**. When you interact with a computer, you are called the user and the method by which the computer interacts with you is called an interface. In the early days of computers, the interface was always text-based.

JavaScript -JavaScript is a client scripting language which is used for creating web pages. It is a standalone language developed in Netscape. It is used when a webpage is to be made dynamic and add special effects on pages like rollover, roll out and many types of graphics

12.6 SELF-ASSESSMENT TEST

1. What do you understand by a website? How many types of websites are mentioned?
2. What is the difference between static and dynamic website?
3. How many elements are available for the website designing?
4. What should be the good qualities of any website?
5. How will differentiate print writing and web writing?
6. What do you understand by meta text?
7. What are the purpose of web writing?

12.7 FEEDBCAK TO CHECK YOUR PROGRESS QUESTIONS
1. b) Graphical user interface
2. d) Internet Browser
3. c) Convention for representing and interacting with objects in html documents
4. d) Hyperlink
5. d) Software

12.8 REFERENCE/SUGGESTED READINGS

1. www.wikipedia.org

2. www.wordpress.com

3. www.blogspot.com

4. Web Style Guide Online by Patrick J. Lynch and Sarah Horton

5. https://webstyleguide.com/wsg3/index.html

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO: 13	VETTER: PROF. HARISH ARYA
WRITING FOR SOCIAL MEDIA	

STRUCTURE

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13.0 INTRODUCTION

Social media has become a massively valuable platform in recent years. With millions of active monthly users, an incredibly diverse base of users, and reach to virtually every corner of the earth, it's clear why the various platforms in the social media family, ranging from Facebook to LinkedIn, have stood out as such valuable and relevant places to share content. But how, exactly, the users craft content that performs well on these diverse and different platforms. This chapter highlights the

basics of writing for Social Networking Sites (SNSs): Facebook, Twitter, Wordpress, Blogger and importance of social networking sites has also been discussed in detail. The chapter sums up with a summary at the end.

13.1 LEARNING OBJECTIVES

- ➢ The objective of this chapter is to give deep insight into the writing for social networking sites
- ➢ In this chapter, the main focus is to describe the difference between different social media platform's writing
- ➢ Good Writing tips for Social Networking Sites

13.2 BASICS OF WRITING FOR SOCIAL MEDIA

Before the invention of the World Wide Web, there was only one kind of writing: print writing. All the writing that was done had been done on paper and its alternatives. But the computer changed that, and now we have two types of writing: web writing & print writing. Print writing is the older form of writing. It isn't an interactive form of writing (means there are no links, no multimedia, no multilayer form of interaction). Print writing is typically longer and more formal than web writing. Whereas in web writing an average guy could still publish his works online (e.g. at his own blog, feature an article at an high trafficked site, online magazine etc). It makes a big difference whether your work is published or not, and if you're only trying print writing, you'll have to come to terms with the fact that like it or not, most of your writings will not be published. Examples of print writing are: novels, nonfiction books, articles, essays, etc.

Now, the question rise here that what we want from social media today? The answer is when we post something on Twitter, Facebook, or Blogger we want tons of people to click and read it. We spent hours on writing our masterpiece, finding a perfect image for it. And social media is a great way to promote our work and attract people to it. But, as far as you understand, you can't just throw the link to your content out there and wait for thousands of likes and shares at once. If you want your content succeed, you should remember the fact that all social media networks are different. They have different audiences with different interests and needs. As a result, you must know whom you are going to share your content with. Do you know the typical audience of each social network? The fact is, not all of them are equal. **Twitter** is like a loud party where everyone talks at once and where you manage impersonal relationships only. **Google+** is like a club where everyone comes to share

their passion with like-minded people. **Facebook** is like a big family where you take all your high school and college fellows, your old friends and family members who live outland. Now, you can see that a perfect post should look different for each social network. Depending on people who interact there, you may need specific tricks to create awesome content for them. The **7Cs** (Conciseness, Concreteness, Consistency, Correctness, Clarity, Courtesy, Credibility)**, 4Ss** (Simplicity, Shortness, Strength, Sincerity) **5Ws** (Who, What, Where, When, Why) give the basic assumption of social media writing (Web-Based Writing) . Here are some basic ideas you can take to each popular network

1. Optimize writing according to the platform

Twitter is different from Facebook, which is different from link den, which is different from intagram. To make the most of writing content for social media, it's critical that you take the additional time and effort needed to also optimize the content you write for the various social platforms for which you write it.

2. Images

Images are as critical for social media content as they are anywhere else. To make the most of your social content, fill it up with images once you've written it. Beautiful stock photos, in-depth screenshots, and even personal pictures can go a long way toward improving your content and making it feel more approachable and friendly for your readers. As people only remember 10% of what they read, they remember 65% of what they see, and pairing a relevant visual with your social media content can help it stick in your readers' heads.

3. Audience

The audience is critical when it comes to social media content, and if you don't know who they are there's no way you're going to be able to address them properly. With this in mind, do everything you can to build targeted audience, research your audience, and develop a solid understanding of who they are and what they care about.

4. Use Self-centric posts accordingly

Social media can be an echo chamber for narcissism, so it's important to keep your content focused on other people. If you're one of the many social media users who finds it tough to contend with other users who publish self-centric posts on a regular basis, take heed.

Instead, keep your posts broad and externally-focused for the best result.

5. Attractive Headlines

A catchy headlines includes words and thoughts designed to catch someone's eye and get that person interested in reading what follows the headline. In addition to earning you more clicks, a simple tip like this can easily boost the success rate of all of your social media content and ensure that you're as close as possible to going viral online.

6. Experiment with different content types

Social media is a great place for all sorts of content types, from articles and blog posts to videos and infographics. To build a well-rounded and unique content strategy, try your hand at all of them.

7. Keep it concrete

Social media isn't a place to get obscure and experimental with your headlines or your content. Since people skim through social media feeds so quickly, concrete, tangible, unique headlines and topics will perform the best. Don't forget to give your readers something they can hold onto.

8. Don't make promises you can't keep

If readers click your title expecting one thing and they get another, they're bound to be disappointed, and rightfully so! With this in mind, make sure your headline and the content beneath it deliver what's promised, and don't be surprised if your CTR drops when this stops happening.

9. Think about mobile

Most of the social media users access the different platform from a mobile device. Test your

images on a mobile device before posting them to ensure your text is legible and the focus is clear. Consider trying vertical video for maximum effect on mobile.

13.2.1 WRITING FOR ENGAGING FACEBOOK POSTS

Facebook can be tricky, as lots of different posting techniques work. Here are some general guidelines. Play around with them until you find a method that works for you.

Post Length

In general, shorter posts are better for social media. However, when it comes to Facebook, you can go a little longer with no worries. For twice the engagement, 80 words is a good sweet spot to shoot for, but you can get as lengthy as 120 words.

Best Practices

A good best practice for Facebook is to include a visual with every single post. Even if your post is a text post, add a graphic or photo to increase engagement. Videos are good complements, too.

You can also boost engagement by ending your post with an exclamation mark. Positive sentiments do well for Facebook posts. Similarly, ask your audience a question to get more reader involvement, like comments.

Hashtags

Using hashtags on Facebook is a good way to connect your post to a larger discussion. It may also get more notice if you choose hashtags wisely.

That said, hashtags aren't huge on Facebook, so limit yourself to one or two. You can create your own brand-related hashtags and use those, as well.

Link Posts

Once you enter the URL of your post in Facebook, it will detect your link and supply its image and short description automatically. Did you know that you can edit them? Both image and description might be decent and applicable for your post, but your social fans might respond better to something different. So, if you think you need more influential image or description for your Facebook post, choose them but make sure they play one of the following roles:

- They stir some emotions
- They catch attention
- They entertain people
- They send some powerful message

Don't forget about a strong headline. In addition to images and descriptions, the title can be changed, and you do not need to use the headline from your article if you do not find it attractive enough for your social fans. Always remember about the audience you are trying to reach with your Facebook posts.

Post with Images

We all know that images catch readers' attention better than simple texts or links. Use this to engage more audience to your content, but try to choose eye-catching and emotional pictures which would fit the mood of your users.

Do you know the ideal image size for your Facebook post? If you want everything look ideal, your image should not exceed 403×504 pixels. If you decide to highlight your post, an image size should be 843×403 pixels.

Posts with Videos

Try Facebook's video upload feature instead of linking out to Youtube. Videos often work much better than images, as they do not make your audience to click the link. Visitors can watch the video inside Facebook without being sent to another website.

You will definitely want include a link to your content in the description of your post, but a video itself will improve your engagement and growth. You can also highlight this post on your timeline to make sure it receives enough attention of Facebook user.

13.2.2 WRITING FOR TWITTER

Twitter is notoriously harder to get right because of its length requirements, but when you do nail it, you can really soar.

Post Length

Twitter only allows you to post up to 140 characters at a time. Obviously, your tweets need to be short and to-the-point. Twitter itself recommends only posting about one topic at a time. You won't be able to fully address multiple topics.

A good length to shoot for is 120-130 characters. This way, there will be room for your Twitter handle at the end if anyone retweets your post.

Best Practices

If you have more to say than what Twitter allows, include a link to a blog post or article. Tiny URL can shorten long web addresses so they don't hog your writing space.

Another good practice for Twitter posts is including compelling images with your tweets. These types of posts get more engagement than other kinds.

Finally, did you know you can tag up to 10 people in a photo on Twitter? This is great for directing their gaze to your post, but make sure the tag is relevant to both the post and the photo. Tagging somebody as a random grab for attention will not win you any favors.

Hashtags

You don't have much space in Twitter posts, so use hashtags wisely. This does not, under any circumstances, mean you can hashtag every other word. For example, this type of hashtag usage should make you cringe:

I love #tea! My #favorite #tea drink is a #green tea from the #localcoffeeshop.

Instead, go for one or two hashtags that are relevant.

Images

Twitter lets you post your content as often as you want, and new changes are often made to make it easier for brands to use. The down side to Twitter is that 140 characters are still your limit here. How can you attract more people to your messages if they look like thousands of others on these people's feeds? Use images with your tweets!

What kinds of images should you use?

➢ Use an image related to the content of your post for readers to understand what to expect from the post you've shared.

➢ Use the image which will capture readers' attention and make them want to click on it for further reading.

13.2.3 WRITING FOR INSTAGRAM

Posting photos on Instagram is one thing, but what about the other half of the equation, the caption? Turns out, a good caption can do a lot of work for your post and get it noticed! Here's how.

Post Length

On Instagram, your caption length doesn't matter too much. However, there is a character limit, so you can't write a novel. As for what to write, feel free to describe your photo and put it in context. Or, ask your followers questions to increase engagement and encourage comments. In fact, any call-to-action in your Instagram caption is a great idea.

Best Practices

If you like longer captions, hit the "return" key a couple times after each point to make them easier to read. You can also use emotis'(Emoticons) creatively to break up your caption.

Emotis' work great in Instagram posts, as they mesh well with the general light-hearted nature of the platform. You can even use related emotis' as hashtags.

Hashtags

You can go wild with hashtags on Instagram – up to 30 are allowed with each post. Add them in a new comment on the post to keep things cleaner. When using emotis' as hashtags, as always, keep it relevant

13.2.4 WRITING FOR LINKEDIN POSTS

For a business, LinkedIn is a good platform for sharing news and insights from your industry. Here's how.

Post Length

LinkedIn is a good platform for longer posts. Try posting company updates, new ideas, and insider experiences. Any other enlightening topics about your work will do. Don't forget to post about company events, either.

Link-sharing related to your business will work well, too. Describe your link and add a few insights of your own. Or, ask your followers a question about a trending topic.

Best Practices

Format your long-form posts like blog posts. Include a headline and sub headers, and generally make sure you organize your ideas so the post is readable. Stay professional and avoid rants or casual posts. For more engagement on your posts, include related images.

Hashtags

LinkedIn posts benefit from 3-5 related hashtags plugged in at the end unobtrusively. This will help you contribute to larger professional conversations as well as get you more notice.

13.2.5 WRITING PIN ON PINTEREST

Yes, there is a formula for writing pin descriptions/captions on Pinterest, too. Follow them for best results!

Post Length

Much like Instagram, the picture is the focus of the post on Pinterest. However, you can boost your post with the right description.

Don't be afraid to use detail when describing your pin. 150-300 words is a good standard, depending on the pin. Make sure you include relevant keywords in the

description. Provide more information about the pin and make users want to click on it to learn more.

Best Practices

When posting for your brand, Pinterest is not the place for internet slang, acronyms, or text-speak. For all descriptions, use correct punctuation and grammar, and keep your tone informational. Strictly avoid salesy language or anything that sounds inauthentic.

Hashtags

Don't use hashtags. Pinterest doesn't recommend it, and it's not a common practice. In fact, pins with hashtags look strange and out of place.

13.2.6 WORDPRESS

WordPress is an online, open source website creation tool written in PHP. It's probably the easiest and most powerful blogging and website content management system (or CMS) in existence today. All you need to use WordPress is an internet connection and a web browser. WordPress is highly customizable, and has literally thousands of plugin pieces of software so you can use your site for just about anything. Many famous blogs, news outlets, music sites, Fortune 500 companies and celebrities are using WordPress. For example, famous blogs like Mashable and TechCrunch are both on WordPress. News outlets like The New York Times' blogs and CNN's on-air personality blogs all use WordPress, too

IMPORTANT USES OF WORDPRESS

WordPress has been used widely and effectively. Below is the list of top 10 Uses of WordPress.

1. Develop a classified site for business or organization purpose.

2. Uses of WordPress or other services helps you to develop a real estate and property listing web area.

3. Applications of WordPress allows you building individual landing pages that resemble a lot with sites.

4. Static website creation with its classified plugins, setup speed, and themes.

5. Creation of a web directory which involves consolidated site listings, these link directories, paid premium links can be achieved using Sean Blues ton's WP Link Directory Plugin.

6. Setting up article repositories in word press powered sites which accept submission of articles and also pick specific articles from the dragon network, this functionality can be achieved by using Article Directory Plugin.

7. Building review sites and short coding can allow these review sites to get embedded in pages and websites used. A review box plugin is used for getting this done.

8. Building membership sites with the help of member wing WordPress plugin. This plugin involves a free and a paid pro version. the free version is itself capable of archive all basic needs of a membership site.

9. An information base to offer customer support and decrease support inquiries, we might consider creating or adding a knowledge base to your site. A knowledge base will help users find quick answers and resources for their questions.

10. Application of WordPress could also stretch its wings on eCommerce needs. It includes plugins for large discounters, individual stores, self-publishing sites and also allows payment options by integrating with payment oriented sites like Google Checkout and PayPal, this maintains the ease of browsing and check out goods and services.

11. Setting up portfolios is among the major highlights of WordPress uses. Here the author could build flexible and dynamic portfolios.

12. With the variety of social media plugins, WordPress stands as a social hub. Feeds from Twitter, Facebook, and other media can be precisely embedded into the page and will routinely bring up to date as soon as the user posts to the different social profiles.

13. Incorporating resumes hooked on a website or through a landing page, WordPress is among the top tools to get this displayed. It's easy to put it online, to update it, and to share

13.2.7 BLOGGERS

A **blogger** may refer to any of the following :

1. **Blogger** and **Blogspot** is also a service like wordpress, wix.com,etc. that allows users to create their own blogs. Blogger was originally started by Pyra Labs on August 23, 1999, and is now owned by Google who acquired the service on February 17, 2003.

2. A **blogger** is a person who writes content in a weblog (called a blog for short). Writing in a blog is often referred to as **blogging**. For example, if you have a blog on Word Press and you create a new post about your day you're a blogger who is "blogging" about their day.

BLOG

A blog is an online diary or journal located on a website. The content of a blog typically includes text, pictures, videos, animated GIFs and even scans from old physical offline diaries or journals and other hard copy documents. Since a blog can exist merely for personal use, sharing information with an exclusive group or to engage the public, a blog owner can set their blog for private or public access. When a blog is made publicly accessible, anyone can typically find the blog through links available on the blog owner's individual or business website, their social media profiles, emails and e-newsletters and online keyword search engines. Many blog owners also set up blogs on websites devoted to the creation, storage and sharing of blogs, such as Blogger, LiveJournal, Tumblr and WordPress.

Blog content can appear as posts on one continuous streaming page or posts on individual pages reachable through one or more pages set up in a list-style format as post title links, excerpts and related tags. All posts or links to posts are typically displayed to readers in reverse chronological order with the most recent content appearing first.

13.2.8 WRITING FOR BLOG POST

1. Make an extensive research

Do in-depth groundwork, find something absolutely worthwhile. Have a look at similar posts published by your competitors and summarize the key points.

2. Use search engine optimization (SEO) appropriately

Fill every text with keywords. To put it plainly, a keyword is a term typed or spoken into a search engine by the searcher. It acts as a signal for readers – more needed words they notice, more attention they pay to your blog article. Remember that keyword density should be not more than 2%. The thing is that Google does not

promote meaningless posts stuffed with keywords. That is why don't concentrate all of them in one paragraph — spread them through the whole article.

3. Write catchy titles and headings

Here are 3 adjectives that describe a perfect title: engaging, informative, persuasive. Due to Google updates in May 2018, the length of the title shouldn't be longer than 71 characters (600 pixels). Here are 5 most used headline types:

- Usual (Effective Ways to Write a Blog Post)
- Question (What Are the Ways to Write a Blog Post?)
- How to (How to Write a Blog Post)
- Number (10 Ways to Write a Blog Post)
- Reader-Addressing (Ways You Need to Know to Write a Blog Post)

Headings give your article a structure, so divide information into meaningful units. Give special attention to the first one. The first heading is the most important one. It also highlights the main points and the subject of the article, so make them captivating. If you still face troubles with title creation, you may use Headline Analyzer. This tool analyzes the title and evaluates it according to common SEO standards. The other important element of an SEO-text is article description. The description provides a precise summary of the page. It must give the reader an idea and describe what your blog post is about being both interesting and engaging. It should be approximately 160 characters long.

4. Know your target audience

You must know the category of users who visit your page, their interests, and preferences. It's impossible to provide high-quality content to any age and social group, answer all questions and discuss any topic. Try to stick to one group – students, athletes, parents, people in business, job searchers, etc. It'll reduce the list of topics you cover, help you to adapt and let you move in a single direction.

5. Be the problem-solver

Make every part of your article informative and avoid meaningless information. Don't give useless advice, try to solve the problem. Break up your text into meaningful paragraphs to make it readable. Use bullet-pointed lists to indent the post. Pay attention both to the composition and appearance of the text. What reader notices in the first second is the way your text is published. Try to place it attractively. Do your

best to personalize your page, find own style, express your individual opinion on certain topics.

6. Include call to actions

The main goal of every blogger is to invite people to take some actions after reading an article: leave a comment, start a discussion, participate in a challenge, etc. Such calls to action as "sign up", "download", "buy", "attend" and others encourage your readers to be active. However, never use more than 20% of the text on this purpose; otherwise, you'll lose a considerate part of readers.

7. Post regularly

Maintain consistency in your blogging schedule. Be active, edit, and expand your content, adjust it to new trends in blogging.

8. Use best plugins to your advantage

Here are 6 useful plugins each blogger should use:

- Yoast WordPress SEO plugin (FREE). This one is the easiest and most powerful plugin that configure your site for you. It helps you to control over site breadcrumbs, set canonical URLs, helps to write an SEO- friendly text, and much more. In addition, if you're new to SEO, you'll find many videos and posts on the topic there.

- Everest Forms (FREE). You definitely need "Contact page" whether to receive feedback, any suggestions or business deals. Everest Forms does it for you.

- Jetpack (FREE). Now it's time to care about security, appearance, promotion, and traffic growth. It's Jetpack that can help you.

- Akismet Anti-Spam (FREE) helps you to forget about spamming in comments. This WP plugin checks and filters out any comment placed, so you can easily see who was caught on spamming or cleared.

- Social Warfare (FREE) place social share buttons on the page. Let people spread your work and promote your blog post on their pages.

- Permalinks Customizer (FREE) helps to customize your permalink for any post type.

9. Diversify your content with multimedia

The modern audience loves visualization. So add some pictures, videos, GIFs, and other colorful materials that make plain text engaging. It should correlate with your topic. High-level skills of Photoshop or graphic design are not needed. Simple programs such as Canva or Camtasia will help to make the editing process easy. Plus, you may Google royalty-free pictures related to the topic or add some of your own ones.

10. Proofread the text

To make sure your piece is a perfection, you may leave it for a while, then go back and re-read it once again.

13.3 CHECK YOUR PROGRESS

1. ----words can be use for facebook Post Length
   a. 90
   b. 120
   c. 150
   d. 200
2. Twitter only allows you to post up to ---- characters at a time.
   a. 300
   b. 80
   c. 140
   d. 200
3. -----hastags are allowed with each post on Instagram.
   a. 30
   b. 50
   c. 60
   d. 100
4. Wordpress is a-------.
   a) Content management system Tool
   b) Institution
   c) Social media site
   d) printing press
5. Camtasia is a……….
   a) social networking site
   b) Hardware
   c) web site
   d) Software

13.4 LET US SUM UP

Writing is an art. This art becomes even more challenging when we have new media of modern era. We need to write thoughtfully. Today social media is accessible to the common man, due to which a common man is connected with the whole world.

Now the need is that we should use this medium in a positive way by using appropriately the different social mediums we have learned in this lesson and their writing style. Because it is a technique that can be used for both right or wrong tasks. For the advancement of human society, we need that we should make full use of modern technologies in human interest, this is what this lesson tells us.

13.5 KEYWORDS

GIF -is Graphics Interchange Format. **GIF** is a bitmap image format that was developed by a team at the bulletin board service (BBS) provider CompuServe led by American computer scientist Steve Wilhite on June 15, 1987

Camtasia -(formerly **Camtasia** Studio) is a software suite, created and published by TechSmith, for creating video tutorials and presentations directly via screencast, or via a direct recording plug-in to Microsoft PowerPoint. **Camtasia** Recorder - a separate tool for capturing screen audio and video.

SEO-Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors (traffic) to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.

Click-through rate (**CTR**) - Click-through rate is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

Canva- Canva is a simplified graphic-design tool website, founded in 2012. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

13.6 SELF-ASSESSMENT TEST

1.Write about the Basics of writing for Social media .

2. Give any five tips for Engaging Facebook Posts

3. How to write Best Tweet for Twitter ?explain

4. What things are kept in mind while writing for LinkedIn Posts.

5. What are the secretes to make better blog post.

13.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

1. b) 120

2. c) 140

3. a) 30

4. a) Content management system Tool

5. d) Software

13.8 REFERENCES/ SUGGESTED READINGS

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7. www.wikipedia.org
8. www.wordpress.com
9. www.blogspot.com

SUBJECT: MEDIA WRITING-3	
COURSE CODE: MSM-514	AUTHOR: DR. ABID
LESSON NO: 14	VETTER: PROF. HARISH ARYA
USES OF SOCIAL NETWORKING SITES	

STRUCTURE

14.0 INTRODUCTION

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews and much more. Even governments and politicians utilize social media to engage with constituents and voters. In this chapter we will know about social media, social networking sites, Characteristics and types SNS, and uses of different types of SNS in detail. The chapter sums up with a summary at the end.

14.1 LEARNING OBJECTIVES

> ➢ The objective of this chapter is to provide details about the functions of social networking sites.

> ➢ In this chapter, the main focus is also to describe the difference between different social networking sites and their uses.

14.2 SOCIAL MEDIA

Social media originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. Globally, there are more than 3 billion social media users. Social media is an ever-changing and ever-evolving web-based platform. According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over $75,000 per year. The variety of evolving stand-alone and built-in social media services makes it challenging to define them. However, marketing and social media experts broadly agree that social media includes the following types of social media:

- ➢ Blogs,
- ➢ Business networks,
- ➢ Collaborative projects,
- ➢ Enterprise social networks,
- ➢ Forums,
- ➢ Microblogs,
- ➢ Photo sharing,
- ➢ Products/services review,
- ➢ Social bookmarking,
- ➢ social gaming,
- ➢ social networks,
- ➢ Video sharing,
- ➢ Virtual worlds.

14.2.1 SOCIAL NETWORKING SERVICE

A social networking service (SNS) is an online vehicle for creating relationships with other people who share an interest, background, or real relationship. Social networking service users create a profile with personal information, photos, etc. and form connections with other profiles. These users then use their connection to grow relationships through sharing, emailing, instant messaging, and commenting. Social networking services may also be referred to as a "social networking site" or simply "social media." The first SNS, SixDegrees.com was started in 1997 and was soon followed by Friendster, MySpace, and Facebook. Today there are a wide range of SNS and approximately 75% of Americans have SNS profiles. SNS range from sites where users have general interests to those where users have very specific interests. Successful specialized SNS include YouTube, Google Plus, Instagram, Twitter, LinkedIn, Reddit, Snapchat, Tumblr, Pinterest, and Vine. SNS profiles are very popular across the globe. Facebook alone boasts over 2 billion users worldwide. The social networking service business model is based on online advertising, either through targeted advertising that utilizes an individual's personal information, search habits, location or other such data, or by selling the personal information to third-parties. The proliferation of mobile technologies, such as smartphones and tablets, has helped the growth of social SNS adoption and use.

14.2.2 SOCIAL NETWORKING SERVICE CHARACTERISTICS

While social networking services may take many forms, they share several characteristics, such as all utilizing the internet. Other similar characteristics include:

- ➢ User-generated content, such as photos, videos, and posts that inform other users about the activities and interests of the poster.

- ➢ The ability to connect individuals from all over the world, though some platforms recommend that individuals know one another in real life before connecting online.

- ➢ They are free. Their business model is based on breadth of membership, therefore charging for use would be counterproductive. Still, the possibility remains that if a network grew large and useful enough, charging a fee may be possible.

- ➢ They connect people with common histories, such as school attendance, work colleagues, or people who share a common interest.

- ➢ They may help forge and develop relationships between people who share a profession or business network.

> They may be used to help individuals find information, products, services or resources that are relevant to them.

14.2.3 MANY FORMS OF SOCIAL NETWORKING SERVCE

> Facebook (2.27 billion users as of January 2019)

> YouTube (1.9B)

> WhatsApp (1.5B)

> Facebook Messenger (1.3B)

> WeChat (1.08B)

> Instagram (1B)

> Pinrest

> Viber

> Douyin/Tik Tok (500M)

> Sino Weibo (446M)

14.2.4 ADVANTAGES AND DISADVANTAGES OF SOCIAL NETWORKING SERVICE

Customers may complement the company's offerings and encourage others to buy the products or services. The more customers are talking about a company on social networking, the more valuable the brand authority becomes. As a brand grows stronger, more sales result. Increased company posts rank the company higher in search engines. Social networking can help establish a brand as legitimate, credible, and trustworthy.

A company may use social networking to demonstrate its customer service level and enrich its relationships with consumers. For example, if a customer complains about a product or service on Twitter, the company may address the issue immediately, apologize, and take action to make it right. However, criticism of a brand can spread very quickly on social media. This can create a virtual headache for a company's public relations department.

Although social networking itself is free, building and maintaining a company profile takes hours each week. Costs for those hours add up quickly. In addition, businesses need many followers before a social media marketing campaign starts generating a positive return on investment (ROI). For example, submitting a post to 15 followers does not have the same effect as submitting the post to 15,000 followers.

Social Networking Service Risks

Some users worry about the security of SNS profiles. Potential leaks of personal information, including tax and personal identification information, SNS users who are not careful about their privacy settings find that strangers can track their movements or see questionable photos. This is especially a concern for job seekers whose potential employers might search for their profiles as part of the hiring process. Social networking service overuse may lead to depression and anxiety. Such services may also facilitate bullying and other risks to child safety.

14.2.5 USAGE OF SOCIAL NETWORKING SITES

USE BY GOVERNMENTS

Governments may use social media to

- interact with citizens
- foster citizen participation
- further open government
- analyze/monitor public opinion and activities

USE BY BUSINESSES

Companies are using social-media tools for marketing research, communication, sales promotions/discounts, informal employee-learning/organizational development, relationship development/loyalty programs, and e-Commerce, monitor and analyze online conversations on the Web about their brand or products.

USE IN HIRING

Social media "mining" is a type of data mining, a technique of analyzing data to detect patterns. Social media mining is a process of representing, analyzing, and extracting actionable patterns from data collected from people's activities on social media.

Facebook has partnered with many data mining companies such as Data-logix and Blue Kai to use customer information for targeted advertising.

IN POLITICS

Social media has a range of uses in political processes and activities. Social media have been championed as allowing anyone with an Internet connection to become a content creator and empowering their users.

Younger generations are becoming more involved in politics due to the increase of political news posted on social media. Political campaigns are targeting Millennial online via social media posts in hope that they will increase their political engagement.

USE IN SCHOOL ADMISSIONS

Before social media, admissions officials in many country used Scholastic Aptitude Test (SAT) and other standardized test scores, extra-curricular activities, letters of recommendation and high school report cards to determine whether to accept or deny an applicant. In the 2010s, while colleges and universities still use these traditional methods to evaluate applicants, some institutions are increasingly accessing applicants' social media profiles to learn about their character and activities. Students whose social media pages include offensive jokes or photos, racist or homophobic comments, photos depicting the applicant engaging in illegal drug use or drunkenness, and so on, may be screened out from admission processes.

USE BY LAW ENFORCEMENT AGENCIES

Social media have been used to assist in searches for missing persons. Social media was brought up as a strategy to try to help bring together the community and police force. It is a way for the police force to show their progress to the community on issues they are dealing with. In some cases law enforcement has used social media to show accountability for officers who have broken the law. The US Security Agencies use social media data as influencing factors during the visa process, and continue to monitor individuals after they have entered the country.

USE IN COURT CASES

Social media comments and images are being used in a range of court cases including employment law, child custody/child support and insurance disability claims .Courts do not always admit social media evidence, in part because screenshots can be faked or tampered with. Judges are taking emoticons into account to assess statements made on social media.

SOCIAL MEDIA MARKETING

Social media marketing has increased due to the growing active user rates on social media sites. For example, Facebook currently has 2.2 billion users, Twitter has 330 million active users, Youtube has over 3 billion users and Instagram has 800 million users. One of the main uses is to interact with audiences to create awareness of their brand or service, with the main idea of creating a two-way communication system

where the audience and/or customers can interact back; providing feedback as just one example.

USE IN SCIENCE AND RESEARCH

Data from social media can be also used for different scientific approaches. Massive amounts of data from social platforms allow scientists and machine learning researchers to extract insights and build product features. Using social media can help to shape patterns of deception in resumes.

USE BY INDIVIDUALS

As a news source

In these days most of the People look online for news of the weather, first and foremost for national news, sports news, and for entertainment or celebrity news. Facebook and Twitter make news a more participatory experience than before as people share news articles and comment on other people's posts.

Effects on individual and collective memory

News media and television journalism has been a key feature in the shaping of collective memory for much of the twentieth century. Many of us learn the significance of historical events and political issues through news media, as they are presented on popular news stations. However, journalistic influence is growing less important, whereas social networking sites such as Facebook, YouTube and Twitter, provide a constant supply of alternative news sources for users. Social networking sites such as Facebook and YouTube, gradually undermine the traditionally authoritative voices of news media.

Interpersonal relationships

Social media is used to fulfill perceived social needs, but not all needs can be fulfilled by social media. For example, lonely individuals are more likely to use the Internet for emotional support than those who are not lonely.

Some online behaviors can cause stress and anxiety, due to the permanence of online posts, the fear of being hacked, or of universities and employers exploring social media pages.

Concerns have been raised about online "stalking" or "creeping" of people on social media, which means looking at the person's "timeline, status updates, tweets, and online bios" to find information about them and their activities. While social media creeping is common, it is considered to be poor form to admit to a new acquaintance

or new date that you have looked through his or her social media posts, particularly older posts, as this will indicate that you were going through their old history. According to a research teenage brains' reward circuits were more active when teenager's photos were liked by more peers. This has both positive and negative features.

Self-presentation

The more time people spend on Facebook, the less satisfied they feel about their life. Self-presentational theory explains that people will consciously manage their self-image or identity related information in social contexts. When people are not accepted or are criticized online they feel emotional pain. This may lead to some form of online retaliation such as online bullying. Users also tend to segment their audiences based on the image they want to present. Use of multiple accounts across the same platform remains popular ways to negotiate platform expectations and segment audiences.

Health improvement and behavior reinforcement

Social media can also function as a supportive system for adolescents' health, because by using social media, adolescents are able to mobilize around health issues that they themselves deem relevant. Some authors also found that as with other types of online information, the adolescents need to possess necessary skills to evaluate and identify reliable health information, competencies commonly known as health literacy.

Other social media, such as pro-anorexia sites, have been found in studies to cause significant risk of harm by reinforcing negative health-related behaviors through social networking, especially in adolescents.

YOUTUBE

YouTube is an online public communications site. The site allows for registered users to upload and have available for the public their videos for viewing. Anyone who goes to the site can view the videos that are posted on this site. The videos are anything from beginner videos to more professional videos. YouTube was designed and then released in 2005 by three previous employees of the PayPal online payment service. Their names are Chad Hurley, Steve Chen, and Jawed Karim. These three came up with and designed the plan to have many producers of private works be able to supply the public with their work. Google then picked up on the wave of all the public communications, and purchased the popular YouTube.

YouTube is a video platform that's driven by two types of users: 1.Video creators (people who have channels and upload videos to them) 2.Video viewers (people who watch videos, interact with videos and subscribe to channels).

FUNCTION OF YOUTUBE

> ➢ Users can search for and watch videos
> ➢ Create a personal YouTube channel
> ➢ Upload videos to your channel
> ➢ Like/Comment/share other YouTube videos
> ➢ Users can subscribe/follow other YouTube channels and users
> ➢ Create playlists to organize videos and group videos together

YOUTUBE SERVICES

YouTube has expanded its basic video platform to include several other different forms of video entertainment and interactivity. These include:

YouTube Premium: YouTube Premium is a subscription service that brings an ad-free viewing experience to all of YouTube—including all videos, YouTube Music and YouTube Gaming.

YouTube TV, new channels can search watch and share .it is also connect to our creative peoples and new ideas .

YouTube Movies & Shows: Watch the latest shows and movies legally on YouTube for a small rent or buy fee.

YouTube Live: Broadcast yourself live on YouTube.

YouTube kids: An app made just for kids. YouTube Kids was created to give kids a more contained environment that makes it simpler and more fun for them to explore on their own, and easier for parents and guardians to guide their journey as they discover new and exciting interests along the way

YouTube GO: A new way to download, watch and share videos, even when you have limited data or a slow connection.

YouTube Creative studio : The desktop platform that helps video creators manage their channels will get a design refresh, new features, a "smart" inbox and a new way to organize comments by topic

IMPORTANCE

> ➤ Well this is easy. No matter what kind of video you want to watch or post, you can do it all on YouTube. There is a wide variety of different videos out there. There are learning videos, entertainment, comedy, action, music, marketing and much more

> ➤ If you have a business, YouTube is a great tool for getting your product out there, for little cost.

> ➤ This is also a great way to get to run ongoing information about new products or services to the same people and new people. If you are looking for cheap ways of advertising this is the way to go.

> ➤ If you are creating music, this is the way to reach the public. You can put your video out there and at next to no cost.

> ➤ After the video is created, you can get it online and see what the public thinks about it. You will also be able to start a string of your music, so that when you put a new song out there, the people who are interested in your music can follow.

> ➤ If you just want to watch the videos that are on YouTube, all you need to do is go to the site and watch them. However, registering for the videos is easy and fun.

> ➤ Uploading and downloading is easy, relatively fast and depending on your connection to the Internet, may be almost instant. There is an installation of a program or two that may need to be done in order to view, download and upload programs. However it is all pretty self-explanatory. It is not a difficult process to get going.

INSTAGRAM

Instagram is a digital social media application which allows users to share photos and videos from their lives, add captions, edit filters, tweak settings, engage with others, explore and creep. It was created by Kevin Systrom and Mike Krieger, and launched in October 6, 2010 exclusively for iOS. It was acquired by Facebook in 2012.

MAIN FEATURES

An Instagram user account includes free, unlimited access to their social network with plenty of fun play with photos. Users are granted the following features:

> ➤ **User profile:** Instagram lets you choose your own username and allows you to input a profile that includes a bio of no more than 150-characters.

- ➤ **Photo Filters:** The photo filters transform ordinary, boring smartphone pictures into snazzy legit photography masterpieces by editing its color, mood, border and tonality of your photos. Users can add filters according to their own choice. If they feel their photo doesn't need an extra lift, they also have the option of using no filter.
- ➤ **Compatibility with Other Social Networks:** If you want to share your picture's on Facebook, Tumblr, Twitter and Flickr all at once, Instagram saves you the extra time of uploading to your other social networks by having a built-in multi-sharing feature. You can also find friends through your existing social network accounts to see if they're using Instagram, too.
- ➤ **Simplistic Interface:** Instagram is easy to navigate and very minimalistic in design. you can upload several pictures at once. Currently, Instagram captions can be up to 2,200 characters long and can contain up to 30 hashtags in the whole post, and that does include hashtags left in comments.
- ➤ **Privacy:** Instagram values the privacy of all its users and offers a "private profile" or "public profile" option which lets you choose and control who sees your profile. You can also report a photo if it is offensive to you.

WRITING INSTAGRAM CAPTIONS

1. Write several drafts first.
2. Front-load the important stuff.
3. Include a call-to-action.
4. Limit yourself to four hashtags.
5. Meld your brand voice with Instagram's lighthearted tone.
6. Use emoticons
7. Cross-promote your other social channels.
8. Keep comments brief.

USAGE

Great marketing platform

When you think of Instagram, the first things that pop into your mind are photos of delicious foods, glamorous celebrities, and adorable puppies. However, with over than 00 million active users per month, Instagram makes a great marketing platform.

Employee Engagement

Employees are a company's greatest assets, so appreciate the hard work they put into making your company better and stronger, and show them off on Instagram.

Thought Leadership

Share thought provoking quotes from your conferences or conduct series of short 15 second interviews of your employees or even yourself to arouse intellectual engagement on Instagram. For maximum engagement, you can also let your audience voice their questions and concerns on Instagram,

Demonstration

Instagram is a visual medium. Businesses that sell physical products should show off current and upcoming items. Musicians can use Instagram's video feature to share snippets of upcoming songs. Think outside the box. Show pictures of your office, your employees, special events and even your production, if it fits your brand image. Giving your fans a look at the people behind your business helps make your Instagram account personal and interesting.

Personal branding

In addition to showcasing photos from your fans, use unique hashtags on Instagram to create a space all of your own. Some companies create hashtags for contests; This allows fans to get involved by taking and tagging photos. Caption your photos, don't leave them to speak for themselves. Instagram has a commenting system built in to every photo. Get involved in the comment section of your photos and engage with your fans.

Share Your Photos with Other Social Networks

While Instagram is its own social network, you don't have to use it exclusively. If you maintain an active presence on Twitter, Facebook, Tumblr, or other social networks, consider using Instagram as a central hub for your photos. When you post a new photo, you have the option to share it to a number of social networks. In addition to the aforementioned three, this includes Flickr and Foursquare.

Promote your events

Don't feel limited to share only one picture before your event for promotion. You can also share photos of the process that goes along planning the events and setting up the venue, during the event, and post event to thank everyone's participation and

dropping hints at the next event. Everyone loves having fun, so be sure to share cool places to go to surrounding the venue — closest coffee shop, most popular restaurants, hipster shops.

Hashtags

To tie in with event marketing, you should create one unified hashtag for your event across all your social channels to engage conversation and also to connect with attendees. But even if you're not hosting an event, hashtags are still very effective in promoting your brand as it allows you to be easily searchable to potential customers who are interested in your company values or products. However, never overdo the hashtags. One or two is fine, but if you go beyond five, it is a nuisance to everyone's eyes and you will come across as trying too hard. Keep it simple!   Not only does Intel use its hashtags in these posts, it also watermarks some of its photos with the hashtags, and even in its short description.

LINKEDIN

LinkedIn is an American business and employment-oriented service that operates via websites and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003. When you create a profile on LinkedIn, you can contact current and former colleagues and research job opportunities. It is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs.

KEY FEATURES OF LINKEDIN

Profile: It is located to the left side of your homepage. Click on your profile picture, it will show your name, photo, skills, education, location and occupation etc.

My Network: It shows your professional network, the list of professionals you are connected with on LinkedIn. It also shows you the invitations (people who want to be added to your network) and a list of people you would like to connect with.

Jobs: In this section, you will find the job listings posted by the employers and divided into different categories. It also suggests jobs that you may be interested in, based on the information provided by you like your skills, education, experience, location and job-preferences.

Messages: It allows you send messages to another professional. You can also attach a file or image with your message.

Notification: This feature provides you notifications such as who endorsed you, who invited you to join something, who viewed your profile, and to say happy birthday etc

USAGE

LinkedIn offers useful resources for job seekers, providing information, acting as a billboard to highlight your unique value proposition, and making your information public for recruiters who may be looking for what you have to offer.

Use it for networking

The easiest way to build your network in LinkedIn is to start with who you know. Consider connecting with friends, family, classmates, professors, supervisors, and current or past colleagues. Then, use the search tool to find other professionals you want to connect with. If you have a connection in common with someone in your network, they will appear at the top of your list and you can ask your mutual connection to introduce you. You can also find new connections through the LinkedIn groups you join. If you are knowledgeable in the group's subject matter, consider posting questions or responding to items in the newsfeed.

Use it for Find Jobs and Internships and recruiting

LinkedIn has more than 50,000 job and internship listings for students, with an easy-to-use search tool that lets you target your search by location, industry, job function, and experience level. LinkedIn is the first place for specialists. No better way to target specific skills and experiences so that you find exactly who you're looking for. LinkedIn is also a great way to find desirable hires who aren't actively seeking a job.

Use it for business development.

Cashflow is the lifeblood of any business. And whether you're dependent on venture capital or revenue, getting new customers is key. LinkedIn can help you here too. Use your profile and your network to demonstrate your knowledge and skills, providing a touchpoint for potential customers.

Use it for advertising

LinkedIn Ads enable excellent targeting for any kind of enterprise outreach. They provide roughly the same media options as a Facebook Ad, with an audience of purely professionals. You can narrow down that audience by using criteria like industry, company size and job title. The fine-grained targeting means that none of your ad spend is wasted on people you don't care about

Research

LinkedIn is known for online networking and job searching, so you may be surprised to learn that it's also a great way to research organizations, industries, and careers that interest you. Simply go to the main search bar on the top of your LinkedIn profile and enter the keyword or careers that you want to know more about. You will see content appear including jobs, organizations, people, and groups that are related to your search terms. From there, choose which one you want to explore and start researching!

Updating an online resume's is easier

With LinkedIn, you don't have to worry about hiring a professional resume's writer or formatting documents. You just have to click the Edit button and enter your desired information. The formatting is done for you.

Establish your expertise by using the LinkedIn content platform. LinkedIn invites users to create content, as well. Posting articles on LinkedIn can help to establish your expertise.

Read news from your connections. Your connections post news, tips, and updates, which you can look over to stay current on industry trends and timely topics.

Introduce others to your books, websites, blogs, and more. Your profile has spots where you can list books you authored and links to your blog, website, or other online content. This drives more traffic (and sales) to your interests

GOOGLE DOCS

Google Docs is a free Web-based application in which documents and spreadsheets can be created, edited and stored online. Files can be accessed from any computer with an Internet connection and a full-featured Web browser. Google Docs is a part of a comprehensive package of online applications offered by and associated with Google.

Users of Google Docs can import, create, edit and update documents and spreadsheets in various fonts and file formats, combining text with formulas, lists, tables and images. Google Docs is compatible with most presentation software and word processor applications. Work can be published as a Web page or as a print-ready manuscript. Users can control who sees their work. Google Docs is ideal for publishing within an enterprise, maintaining blogs or composing work for viewing by the general public.

Google Docs lends itself to collaborative projects in which multiple authors work together in real time from geographically diverse locations. All participants can see

who made specific document changes and when those alterations were done. Because documents are stored online and can also be stored on users' computers, there is no risk of total data loss as a result of a localized catastrophe. However, the Internet-based nature of Google Docs has given rise to concerns among some authors that their work may not be private or secure.

FEATURES OF GOOGLE DOCS

1. Create and edit documents:

you can create and edit documents in google docs just like Microsoft Word desktop application. You can also use google docs to write article draft, ebook and to create various documents such as the application forms, inquiry form, tables, newsletter, and almost anything.

2. Work with team members in real time:

You can work with an editor in real time. You can invite your editor to join and edit the article. It means anyone from the world through any device can collaborate with you on the documents and you can see the developments.

3. Use in all devices and anywhere:

You can start creating the document using the desktop at home. Now without the use of email, file transfer, pen drive, you can access the same document in your laptop at the office or anywhere by using a mobile device

4. Suggesting Mode:

To enter the mode, first look in the toolbar with an editing pencil icon, click on the arrow next to the pencil icon and select "Suggesting." Only the author of the document has the power to approve or disapprove any suggested changes. You can track the changes what your team members and students did in the document. It can be seen in real time and also after an hour. There are various add-ons that you can use in Google You can also use google fonts and almost all kind of fonts and languages in your documents.

5. Auto Save/Storage:

There is no risk of losing data in one accidental click. And the file is automatically stored to google drive. Google drive is just alike folder on the internet to save documents and access the folder anytime on any device. Till 15 GB you can store all your documents files in google drive by default but if you want to extend then you can choose the premium plan.

6. Share with anyone:

You don't need to send an email by attaching the document in email. You can share your file with anyone by using his/her email id. Even you can make it public, you can invite views on the document from others in which they can provide feedback on the documents file in comments

7. Download file in various formats:

You can download or upload or convert and edit your documents or text files in any version. You can convert or download the files into a DOCX or PDF version and even .html and .txt files.

8. Voice typing:

You can also use voice typing. It means while you're giving a speech or teaching students any theory and ideas and in that time, google docs can keep typing the dialogue and lecture that you're giving to your team and students. And later after little editing and proofreading, you can share that file in your blog, podcast or with students and team members on Facebook or WhatsApp. etc.

9. Research via Explore

You can access the feature via Tools - Explore, or click the Explore icon at the bottom right of any documents. Just type a keyword in the search box, alternatively, you can highlight a few words in your document, right click and select "Explore '(highlighted words)'", then you'll see a list of resources showing up. These include web results and images. You then can add or insert those results you like for reference. For web results, you can "cite as footnote" and the Explore tool allows you to change citation format (MLA, APA, Chicago).

10. Image Editing

Once you insert an image (from the menu, or just drag and drop it) and select it, you'll see an editing toolbox becoming available on the menu. The Image Options are also very useful, and they allow you to recolor and adjust transparency, brightness, and contrast without leaving the app. Don't forget that you can reverse any operations by clicking the "Reset Image" icon and this will restore the image to its original state.

USES OF GOOGLE DOCS IN EDUCATION

1. Students can use google docs to create and edit class notes.

2. When lecture starts or topic starts students can turn on voice typing to type the voice of teachers into text. So that, they can change or edit it. It can be helpful to understand the words, pronunciations.

3. Students can research on as quickly as teachers told something to them about the subject in real time.

4. Students can collaborate with each other on a single document where groups assignments need to be submitted.

5. Google docs are also helpful for students doing online degrees and online courses. While taking classes online students and teachers can interact with each other on the notes. Such as they can comment on a certain paragraph, they can chat, they can do research on work, etc.

6. Students can use google docs to showcase their assignment with more than one teacher. It means class teacher, principal, and even parents can see what their kids and how their kids are performing in the subject.

USES OF GOOGLE DOCS IN BUSINESS OR PROFESSION

1. Google docs are for business and its innovative word processing application that is based on cloud computing and cloud storage technologies. And the uses of google docs in business are very effective and productive.

2. Google docs saved the cost to create and edit documents. You don't need to buy a paid plan for document writing and editing. Especially you're a small business and need some document writing works. In home-based business or small business the less you have the cost on production the more you can invest in the marketing

3. You can use google docs to create notification, updates, media reports and to share information with your team and clients. For this, you have to use emails ids of team and clients.

4. You can use google docs to invite suggestion on a particular subject. Such as if you want to increase the prices of your certain services or if you want to set prices for the services and you have existing clients, then you can invite your clients to suggest the prices or pricing plan with you.

5. The most important part of google docs is sharing, auto storage, real-time editing, and collaboration. And these are an important part of the profit system in any organization and business. And when you or your team is able to collaborate with

each other from anywhere, anytime on any device, then it will increase the speed of the business process.

6. If you're a writer, blogger or freelancer then google docs is the best method to write article draft, make notes, write proposal sample and track the development of clients and team members.

The uses can differ as per the creativity and skills of the user and team leader of the organization. Once you're familiar with google docs then you can explore the advantages of using it for your daily life, business and professional works.

GOOGLE DRIVE

Google Drive is a free data storage service offered by the American search giant, Google. It offers you up to 15 gigabytes of storage space that you can use to store important files, documents, pictures and so on. It uses cloud computing technology, which means that your precious data is stored on one of Google's servers so that you can access it from anywhere you may be. The Google Drive is used for syncing files between your Google drive online and your computer. It also allows you to share files, documents online through your pc file system by right clicking on a document in your pc Google drive folder

USES OF GOOGLE DRIVE:

1. Backup Your Precious Files

Google Drive is a better storage alternative than an external hard drive or USB stick because it can both begin to malfunction or become corrupted over time, meaning that you' can lose your precious files forever

2. Send and share Large Files to Family, Friends or Co-Workers

If you happen to use Gmail, also using Google Drive will allow you to send large files to your contacts directly from your email account.

3. Use Google Drive App to Access Documents

Should you need to access any files while on the go, you can download the Google Drive app to your smartphone. You can use this if you need to give a presentation or show proof of purchase

4. Efficient Built-in Search Engine

Google Drive has its very own built-in search engine, which allows you to search by file type, such as image, Word document or video, as well as by keyword. It also allows you to search by owner.

5. Optical Character Recognition Feature

Do you happen to be look up someone or something in particular? Google Drive's optical character recognition technology is capable of scanning through documents saved by other users and finding the word (or name) that you searched for. It can also be helpful if you're conducting research on a historical topic.

6. Use offline : If you aren't connected to the internet, you can make some files available offline to edit, view and You can use your device camera to scan in paper documents.

GOOGLE HANGOUTS

Google Hangouts is a unified communications service that allows members to initiate and participate in text, voice or video chats, either one-on-one or in a group. Hangouts are built into Google+ and Gmail, and mobile Hangouts apps are available for iOS and Android devices. Google Hangouts can also be a useful and cost-effective collaboration platform for enterprise customers. Hangouts also has an option called Google Hangouts on Air, which allows Google+ users to broadcast video calls live on YouTube.

Google hangouts is a communication software product developed by Google. Originally a feature of Google+, Hangouts became a standalone product in 2013, when Google also began integrating features from Google+ Messenger and Google Talk into Hangouts. In 2017, Google began developing Hangouts into a product aimed at enterprise communication. Hangouts allows conversations between two or more users. The service can be accessed online through the Gmail or Google+ websites, or through mobile-apps available for Android and iOS (which were distributed as a successor to their existing Google Talk apps). However, its increasingly fragmented and non-unified suite of messaging offerings was also facing growing competition from services such as Facebook Messenger, i Message, and Whats App. A decision was made to scrap the existing Google Talk system and code a new messaging product through a collaboration with multiple development teams. In August 2019, Google announced that the G-Suite version of Hangouts replaced by "Hangouts Meet" and "Hangouts chat"

SKYPE

Skype was founded in 2003 by Nikal Zenstrom from Sweden and Janus Friis, from Denmark. The Skype software was created by Estonians Ahit Heinla, Priit Kasesalu, and Jaan Tallinn.

Skype is software that enables the world's conversations. Skype allows users to communicate over the Internet by voice, using a microphone, by video using a webcam, and by instant messaging. Millions of individuals and businesses use Skype to make free video and voice one-to-one and group calls, send instant messages and share files with other people on Skype. You can use Skype on whatever works best for you – on your mobile, computer or tablet.

Skype is free to download and easy to use.

Skype originally featured a hybrid peer-to-peer and client–server system. Skype has been powered entirely by Microsoft-operated super nodes since May 2012. The 2013 mass surveillance disclosures revealed that Microsoft had granted intelligence agencies unfettered access to supernodes and Skype communication content.

If you pay a little, you can do more – like call phones and send SMS. You can pay as you go or buy a subscription, whatever works for you. And in the world of business, this means you can bring your entire ecosystem of workers, partners and customers together to get things done.

USES OF SKYPE

Over 13,500 teachers are using Skype in the Classroom to find other teachers and classroom to partner with. We are pleased to have helped create a global community of like-minded teachers who are using technology to help their students learn in many wonderful ways.

Skype is being put to good use in a variety of ways in classrooms around the world. We wanted to share some of the most popular with you.

1. **Cultural and language studies:** through Skype video and group video calling, schools based in different countries are participating in language and cultural exchange classes.

2. **No more missed classes:** students who are unable to make it to class through illness are joining in with the rest of the class and following the normal education program through Skype video.

3. **Bringing expertise into the class:** bringing people and resources into the class that otherwise would not be at their reach is also popular: specialists on a subject, speakers, writers, scientists or even take part in virtual visits to exhibitions.

4. **Disabled learning:** Skype makes it so much easier for children and teachers to be taught/teach with a disability. In particular, children who have impaired hearing have the opportunity to learn via Skype video calling by signing with an interpreter.

5. **Online tutorials:** With video, voice, and IM for individuals and groups people are teaching and receiving classes on any given subject and even participating in special seminars or workshops.

6. **Recruitment/Admission process:** students coming from abroad are starting their admission process and interviews with schools, colleges and Universities via Skype video, saving both time and money.

7. **Clubs and specialised group projects:** peers with the same interests and hobbies - such as film, debating, drama or reading activities are sharing experiences between different classrooms or schools.

8. **Music or language lessons:** it is easy to have one on one lessons using Skype video with music and language lessons being quite popular, and much more convenient for any teacher or student who can't be there in person.

9. **Skype pals:** In our digital society, the traditional pen pal is making way for a more sophisticated way of staying in touch. Skype is making it easier for young people to maintain and grow long-distance relationships using free voice and video calls, IM, and file sharing such as photographs. If it's a group of friends, even better to use group IM or group video calling.

10. **Parent participation:** Parent's involvement in their child's education is key. Through Skype they are reading stories for their youngest ones; giving career talks for the older ones; attending plays or recitals prepared by the class if they are unable to attend; or even taking part in parent's evening from afar.

Let's have a glance at some of the finest features of Skype For Business that will make your business operations smoother and flexible.

1. PowerPoint Presentations

Skype For Business allows you to deliver a high-end resolution to more than one people. It has some versatile features such as slide transitions and embedded videos.

You can also view presentations in your mobile handset as it is integrated with standard software HTML 5 and JavaScript

2. Manage Meetings

Skype For Business provides you an opportunity to conduct video, audio and web conferencing. You can plan your online meeting in advance or host in real time. Upto 250 people can join you in a meeting along with their devices.

You can also integrate Skype For Business with Outlook through its plugin. It is very easy to implement it. The administrator of the meeting can pick a topic and also decide who will take part in the meeting.

Web Scheduler feature in Skype also allows you to schedule your business meetings. In this, you can get an overview regarding upcoming meetings, manage the timings of the meetings, remove already scheduled meetings and send invitations to various people to join a meeting.

3. Customize Participant Views

Skype For Business provides interesting features for both the hosts and the participants. Anyone, who you want to be part of your business meeting can join and view Skype For Business through phone or via conferencing.

- **Gallery View** allows outsiders to view you along with meeting content.
- **Presentation View** allows you to view your meeting content.
- **Compact View** provides you to showcase participant's pictures.
- **Speaker View** allows visitors to present their views on meeting content

4. Polling

Now, you can fix your business priorities with the participants by using Polling feature. If you have to take a final call on some topic and you got tuck, The Polling feature helps you gather views of the participants in the group conversation as well.

The host has the option to hide or show the results of the poll. You can also take the viewers opinion over a broadcast.

5. Broadcasting

Skype Meeting Broadcast feature lets you broadcast meeting content upto 10000 participants and also conduct webinars. Anytime you feel like, you can reduce the number of viewers as per your needs which makes it easy to deliver content to a large number of people.

Moreover, this tool also helps you send recorded video meetings to the Office 365 Video. The best part of this feature is that anyone can join a broadcast with the help of their device using a web browser or can watch it live on Microsoft Azure

6. Recording Feature

This is another fun-tastic feature that Skype For Business has to offer. The presenters can record several aspects of the meetings like video, audio, sharing sessions, handouts and much more. You can also set the resolution of the recording.

7. Guest Account

There is no need to authenticate a user to join the meeting. Anyone can participate in a meeting. If you do not have your account with hosts, there isn't any need to worry. You can join the meeting by signing in with guest account on an invite.

PINTEREST

Pinterest is a free social networking platform that allows users to share and collect pieces of multimedia (typically images) and save them to a virtual bulletin. Often these bulletins, or boards, are dedicated to a specific topic. These Pinterest boards can be public and available for other users to view, or they can be private so only the owner can see it.

Pinterest was first conceptualized in December 2009, by co-founder's names Ben Silbermann, Evan Sharp and Paul Sciarra. The first prototype was launched in march 2010 and made it available to a small group of colleagues and family.

FEATURES:

- **Home:** This is where you'll find all the most recent pins saved by the users you currently follow as well as new suggestions based off the things you've already saved.

- **Following:** If you just want to see what the users you follow are pinning, go to this tab.

- **Explore:** To find new ideas on things to pin and users to follow, use the Explore tab to browse through things you might not discover just by sticking to your home feed

- **Your name and profile picture**. Select this any time to go to your profile. (If you haven't yet set up a profile picture, you can do so by clicking the **three dots** in the top right corner, selecting **Edit settings** from the drop down menu and navigating to **Profile** in the left-hand menu.)

- **Messages:** This is marked by the little **speech bubble** icon. Send and receive private messages with users you follow and follow you back.

- **Notifications:** This is marked by the **bell** icon. Interactions and suggestions will pop up here.

- **Settings:** This is marked by the **three dots**. Select it to change your settings or upgrade your account.

- Closer to your profile, you'll also see four tabs:

- **Boards:** Displays all the pinboards you created.

- **Pins:** Displays all the things you recently pinned.

- **Tries:** All the pins you tried for yourself and left feedback on.

- **Topics:** These are suggested topics you can follow based on your interests.

- **Create Pin:**You can create pin in Pinterest. It means that you can Upload Images with links and description.

- **Create Board:**You can create board in Pinterest to accumulate your pins.

- **Pinterest extension:**Pinterest extension is available in google web store to add to your browser

USES: Manly people are using pinterest for personally or professionally. Here are some of the most common reasons people are on

1. As a Source of Inspiration

Because Pinterest is filled with users' favorite bookmarked ideas and products, it's an ideal source of inspiration. Simply scrolling through your feed reveals all the latest pins from your contacts. It is is an easy inspiration source for a wide range of topics.

2. To Promote Own Brands

Everyone from small retail businesses to major websites use Pinterest to promote its content. The idea is to get products in front of new eyes to increase exposure. The more people who see and share a pin, the more attention it receives. What's more,

these pins usually point back to the brand's own website, increasing traffic as well as eventual sales.

3. To Connect with Others

Pinterest is a social network—and when users interact with each other through likes, comments, and repins, they are building and strengthening relationships. For many Pinterest users, this interaction is part of the appeal of the site. They connect with fellow bloggers or friends by sharing pins.

4. To Relax

Pinterest is relaxing. Designed to be simple, clean, and easy to use, it gives users a way to unwind with pretty pictures that they can curate as they like. Many of the people on Pinterest are just enjoying downtime between work projects or unwinding at night before bed.

5. To Trend hunting

Are you a business owner or just an interested person looking for what's trending? Many pins have a date stamp in their caption or description , "What's hot in 2018", for example.

6. Research

Pinterest is a great searching machine, too. Whether you are a kindergarten teacher or parent looking for activities you haven't heard of yet or a collector of vintage cars, Pinterest has it. Masses of people are sharing their collections with you, regardless the topic.

7. Getting Free Stuff

Printables, wallpapers, coupons, and anything people put out there in the hope of getting you on their mailing list. Even if you're not a cheapo, chances are you'll find something you want.

CITIZEN JOURNALISM

Citizen journalism is a concept to describe that public citizen plays an initiative role in gathering, reporting, analyzing and disseminating news and information (Bowman & Wills, 2003). Moreover, Jay Rosen shares (2008) a similar definition that citizen journalism means that the people who were passive audience use the news tool they have to spread information to others. The advent of social media provides more channels and opportunities which propel the development of citizen journalism.

An example could be given to explain the idea of citizen journalism. In 2004, the 9.1-magnitude earthquake happened in the Indian Ocean which led to a huge devastation in many Southeast Asian countries. The disaster was originally reported by citizens in this area including both native people and tourists. They recorded the ongoing tsunami and the damage it brought then spread the news through the Internet. In this case, the natives and tourists played the roles of citizen journalists. The actively collected the evidence of the tsunami through their mobile phones or camera and spread them to the public.

Analyzing the definition of the citizen journalism, there are two key elements. The one is that public or audience has initiative nowadays and the other point is that those passive audiences possess news tools which could help them achieve their initiative on news and information reporting. To some extent, social media achieves these two key elements. Citizen journalism has appeared since the 1990s and grow fast under the development of technology, such as the emergence of the Internet and social media (Bruns & Highfield, 2012).

The rise of the internet provides increasing channels for the public to gain information and the presence of social media brings microphones to everyone who could access the internet and create a social network account. Professional journalism and press corporation no longer monopoly the source of news and channels of disseminating

SOCIAL MEDIA AND CITIZEN JOURNALISM

Social media is a cluster of internet-based applications based on the foundation of Web 2.0 and technology that allows users to generate content and exchange information (Kaplan & Haenlein, 2009). On the one hand, social media changes the way people consuming news (Stessen, 2010). In the past, audience could only receive news from newspaper, radio or television. Nowadays, with the help of the internet, people could get instant information from news applications, subscribed email as well as social media. Social media plays a significant role in news disseminating.

On the other hand, social media allows people to share information with others which means users have platforms and initiative to generate their own content and speak their voice. As part of users generated content, citizen journalism is rising. According to Bruns and Highfield (2012), social media expand the ways that ordinary people engage in news reporting, commenting and disseminating. Before the advent of social media, citizen journalists need set up their own websites or blog. However, contemporary citizen journalists could report news in 140 characters on their Twitter account and live stream when the news is happening.

Social media such as Facebook, Twitter and YouTube bring new opportunities to citizen journalists in producing and disseminating news while engaging with the audience. Furthermore, it is a good chance for them to improve their publicity and join the ranks of elite journalists.

Additionally, the development of the citizen journalism has both advantages and disadvantages. On the one hand, citizen journalism could focus on and report the issues didn't allow doing by professional journalists. However, some citizen journalists could not qualify what they are doing. For example, they may post information without check the accuracy or comment news biased or partial. In this case, the bad news and fake information would flow to the social media and mislead the public. Overall, social media give everyone a platform to speak their voice and push the development of the citizen journalism.

14.3 CHECK YOUR PROGRESS

1. Most popular social media is……….

   a) Instagram

   b) Pinrest

   c) Viber

   d) Facebook

2. ……..a new way to download, watch and share videos, even when you have limited data or a slow connection.

   a) YouTube GO

   b) You tube direct

   c) Youtube premium

   d) Youtube VR

3. Boards is related to………..

   a) YouTube

   b) Pinterest

   c) Instagram

   d) LinkedIn

4. With the help of --------- 250 people can join you in a meeting along with their devices.

a) Facebook

b) Instagam

c) LinkedIn

d) Skype

5. ………is known for online networking and job searching

a) Facebook

b) Instagram

c) LinkedIn

d) Skype

14.4 LET US SUM UP

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. Those who engage in these activities are part of a virtual social network. For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support. However, the users must be educated with its security aspects and misguidance.

14.5 KEYWORDS

Community management – the management of a brand's relationship with its community of customers, prospects, fans, advocates and other users that interact with the brand online.

Caption – a short description of an image on Instagram underneath the image offering more details about the context of the picture and can include tags and hashtags.

Chat – live/real-time text-based communication between two or more people using a service available on the Internet.

Connections – connections are people you connect with on LinkedIn. Connections are similar to Facebook friends but are more likely to be made with people you have worked with, or would like to do business with, rather than friends or family members.

Forums: forum is a place or a method for discussion. An example of a forum is an online message board.

Handle – on Twitter, a handle is the name you choose to represent yourself. It starts with @ e.g. @instaexpert.

Hashtag – a single word or phrase preceded by the # symbol to define messages relating to a particular topic. Hashtags first emerged on Twitter but are now used on almost every other social platform too.

Micro blogs: Micro-blogs "allow users to exchange small elements of content such as short sentences, individual images, or video links", which may be the major reason for their popularity. These small messages are sometimes called microposts.

LinkedIn – the social network for businesses and professionals. Individuals can make connections with others and create profiles. Company pages can also be created.

List – a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others.

Live Stories – Live Stories are a curated stream of user-submitted Snaps (via Snapchat) from various locations and events. Users who have their location services on at the same event location will be given the option to contribute Snaps to the Live Story. The end result is a Story told from a community perspective with lots of different viewpoints.

Live Streaming – Live broadcasting through social media. This is expected to grow in 2019, especially between social media platforms and television broadcasters. Facebook, it is expected, will announce partnerships with major broadcasters to screen exclusive content.

Newsfeed – a list of news posted on a particular platform. Newsfeeds exist on your Facebook profile page, on blogs and on Twitter, for example.

Response time – refers to the time in which a brand takes to respond to engagement from a user. This can alter the brand's overall online reputation, especially in the response to queries and complaints.

Retweet – a tweet that is re-shared to the followers of another user's Twitter account. Retweeting helps to share news and build relationships with others on Twitter.

SEO

Search engine optimization is how to improve the volume or quality of unpaid traffic to your website from search engines. This increases the chances of your website appearing near the top of search engine results pages (SERPs).

Share

This is what your goal is when you're using social media - to spread your message, products, brand awareness, thoughts, and company voice with users.

Trending – refers to a topic that is especially popular on social media at a given moment. Originating with Twitter, users add hashtags to particular words to join the discussion surrounding a topic. This can improve engagement with posts.

Social bookmarking: Social bookmarking is a way for people to store, organize, search, and manage "bookmarks" of web pages. Users save links to web pages that they like or want to share, using a social bookmarking site to store these links. These bookmarks are usually public, and can be viewed by other members of the site where they are stored.

User-generated content – using uploads by customers on their own social media platforms, UGC is the process in which brands repost pictures onto their main social pages. This provides an authentic endorsement, whilst adding volume to content already in place.

14.6 SELF-ASSESSMENT TEST

1.What do you understand by Citizen journalism?

2. what do you know about social networking sites and its Usage.

3. Describe the Advantages and Disadvantages of Social Networking Service.

4. What is Social media marketing?

5.Disucess the impact of social networking sites on our society.

14.7 FEEDBACK TO CHECK YOUR PROGRESS QUESTIONS

      1. d) Facebook

      2. a) You Tube GO

      3. b) Pinterest

      4. d) Skype

      5. c) LinkedIn

14.8 REFERENCES/SUGGESTED READINGS

1.https://www.omicsonline.org/open-access/usage-of-social-networking-sites-2151-6200.100080.php?aid=31745

2.https://en.wikipedia.org/wiki/Social_networking_service

3. https://www.investopedia.com/terms/s/social-networking-service-sns.asp