

GUIDELINE

GUIDELINES
for
PRODUCTION PORTFOLIO-II
(BMC-115)

General instructions

The portfolio must be prepared in original. The items to be prepared are listed in the syllabus.

The items listed in the respective serial numbers are to be prepared in the same order. The numbers of items are indicated against each item. The scores of marks are also indicated for the respective items.

The candidates should indicate the numbers of items they have attempted. The numbers of items should also be indicated along with the page numbers.

The production portfolio must be prepared as indicated in the syllabus, i.e. they should typed the material (items) in A-4 size bond papers neatly in English or Hindi or both provided both the languages are not used in the same item.

The materials given in this guideline are for the purpose of guiding the candidates and therefore should not be reproduced in the same way.

Since the materials given in this guideline are for guiding only, the materials are not complete in themselves. The candidates should prepare the complete items.

YEAR-IIIPAPER-VPRODUCTION PORTFOLIO-II

The candidates will submit the items as listed. Marks for each item are as indicated against them.

SL. NO.	Item	No(s) of item	Mark
1.	News stories: Accident, Crime Sports, Economy, political	10 (2 each)	10
2.	News writing for meeting, seminar conference, symposia, public meeting	10 (2 each)	10
3.	News script for radio	2	10
4.	News script for TV	2	10
5.	Radio advertisement (script)	5	10
6.	TV advertisement (script)	5	10
7.	Editing news stories	5	10
8.	Collection of various ads from newspapers and magazines with brief critical analysis of each	10	10
9.	Write up on media issues in not less than 500 words	2	10
10.	News releases	5	10

NEWS STORIES

News topic: Accident No. of items: Two Marks: 10

Accident 1

Headline: Accident kills 2 DU professors

By-line: HT correspondent

Dateline: New Delhi, May 23

Detail: TWO DELHI university professors were killed and four of their colleagues injured when the car they were traveling had a head-on collision with a truck in Greater Noida on Saturday.

The accident took place late on Saturday night. The professors were on their way to Dalelgadh village in Dankor area of Greater Noida to attend the marriage of a colleague's sister.

The police have seized the truck. A manhunt has been launched to track the negligent driver who has been absconding.

Accident 2

Headline: Four dead in two mishaps

By-line: HT correspondent

Dateline: Gwalior, May 23

Detail: THE GUNMAN of City Superintendent of Police (CSP) Morar died on the spot while the CSP himself and his driver were injured seriously when the gypsy they were traveling overturned on Tuesday.

The deceased gunman was identified as Lal Singh Yadav. According to Shivpuri SDOP Uttam Singh, the CSP Ram Lakhani Singh Bhadauria was in a hurry to attend the court in Guna. The driver Rajbir Singh lost control over the steering and the jeep turned turtle.

In another accident, a Tempo ferrying pilgrims to Badridham collided against a truck killing three persons on the spot, injuring 11 including four children.

The police registered a case against the truck driver who fled the scene.

News topic: Crime

No. of items: Two

Marks: 10

Crime 1

Headline: Man fined for forging documents in bid for DDA flat

By-line: Harish V Nair

Dateline: New Delhi

Detail: Sternly warning those who are attempting to get allotted DDA flats by tampering with documents, the Delhi High Court on Monday slapped perjury and conspiracy charges against one person who filed fabricated papers in support of his claims on an MIG flat in Rohini.

Two staff of the DDA who connived with him will also face trial for conspiracy. The judge who was hearing the petition also imposed a fine of Rs.10, 000 on the person.

Crime 2

Headline: Man tries to sacrifice five-year-old

By-line: HT Correspondent

Dateline: Durg, May 23

Detail: IN A gruesome crime, a 55 year old man Anjori Kalar, allegedly tried to kill a 5-year-old boy to appease the evil spirits, and then set himself ablaze at Anlikhonta village in the tribal block of Durg district.

Timely intervention by Kalar's wife saved the boy. According to the police, Kalar allegedly tried to kill Khuman by hitting several times on the head by a sharp object inside their pooja room. The boy's cries woke up Kalar's wife who came to his rescue.

News topic: Economy

No. of items: Two

Marks: 10

Economy 1

Headline: Trading halted, loss unlimited
By-line: Not mentioned
Dateline: Mumbai, May 22
Detail: THE SENSEX crashed by 1,112 points on Monday, forcing suspension of trading and a swift action by the government and regulator that calmed panick0stricken investors and brought in a semblance of sanity.

The volatility in the market, which recovered partially to cut losses to 456 points, was triggered by a variety of reasons, including apprehensions about a payment crisis and confusion about taxation proposals on stock trading.

Economy 2

Headline: Sensex makes recovery, FIIs back to buying as SEBI keeps watch
By-line: Not mentioned
Dateline: Mumbai, May 23
Detail: THE SENSEX snapped its biggest three day long slide on Tuesday as domestic funds and FIIs stepped in to the rescue and pushed it upto end higher by 341 points at 10,822.78.

News topic: Sports

No. of items: Two

Marks: 10

Sports 1

Headline: No.500 in her bag, Hingis eyes French
By-line: Not mentioned
Dateline: Rome, May 22
Detail: NOW THAT Martina Hingis has won her first title since coming out of retirement, she's onto the next big goal: Winning her first French Open.

Hingis beat Dinara Safina 6-2, 7-5 in the Italian Open final on Sunday for her 41st career title, more than four years after her 40th.

While she's never won the French Open, Hingis reached the semi final in her last five appearances, the last time in 2001.

Sports 2

Headline: Indians fight back, checkmate Cyprus
By-line: Not mentioned
Dateline: Turin, May 23
Detail: INDIAN MEN bounced back after an opening day loss with a convincing 4-0 victory over Cyprus in the second round of the 37th Chess Olympiad here.

With 11 rounds still to go on and Vishwanathan Anand set to join in the team anytime now, it seems on the cards that they will be in the reckoning for a medal but the defeat at the hands of Morocco in Round One will certainly haunt the men for quite sometime.

NEWS SCRIPT FOR RADIO

No. of items: Two

Marks: 10

Radio News 1

The Headlines:

- The National Conference has been voted out of power in Jammu and Kashmir
- India has told the European Union that there can be no dialogue with Pakistan till it stops support to cross border terrorism
- Two dozen miners are feared to be trapped in an abandoned coal mine in Jharkhand
- IN CRICKET
- A fine century by Rahul Dravid helps India to a strong position against the West Indies in the Mumbai test.

(HOLD FOR MUSIC)

In a strong anti-incumbency wave in Jammu and Kashmir elections, the ruling National Conference has been voted out of power (detail)

(voice cast of the reporter)

news

(soundbytes)

#####

India has firmly told the European that there can be no dialogue with Pakistan till it stops its support to cross border terrorism. Though the two sides have decided to set up a cooperation in the combat against terrorism, they could not agree to a common text on Kashmir.

(detail)

(Courtesy: All India Radio)

Radio News 2

THE HEADLINES

- The Supreme Court has directed Karnataka to release 9,000 cusecs of water to Tamil Nadu daily.
- The government is planning a constitution amendment to give more powers to panchayats.
- AT THE ASIAN GAMES
- India draw their last league match with South Korea in hockey and India win a bronze medal in the Equestrian team event.

(detail)

NEWS SCRIPT FOR TV

No. of items: Two

Marks: 10

TV news 1

Vajpayee asks BJP to carry along all sections of people; National executive endorses NDA agenda

Delhi gets its first metro; Prime Minister on board;

Government takes mobile to the villages

Sunita Rani close to getting back her Asiad medals

And

Rain lashes North; Temperature falls

Atal Behari Vajpayee has asked the Bharatiya Janata Party to carry all sections of society together. The party president Rajnath Singh had yesterday said that the BJP would replicate the Gujarat experience in assembly elections next year. The party passed a resolution at the end of the two day meeting of the national executive today, which reaffirms to the NDA agenda.

(voice over)

Delhi entered the Metro era with Prime Minister himself boarding the first train today.

(byte s)

The project has led to a tussle between the central government and Delhi government, with both claiming it as their success story.

(voice over)

NEWS RELEASE

News release 1

A release for a consumer product from Hill and Knowlton

WALKERS CRISPS KICKS OFF SCOTTISH SPORTING HEROES PROMOTION

Walkers Crisps is to launch its first ever Scottish instant win promotion, featuring Scotland's top ten sporting celebrities. Commencing on May 5th for eight weeks, Walkers Sporting Heroes Promotion will offer school children and students the chance to win one of the ten top prizes of a training session with a Walkers Sporting Hero at their school.

Notes to editors

1. The promotion will be launched in impulse outlets on May 5th and in grocery outlets on May 19th.
2. All winners must be aged 18 or under, and in full time education

Issued on behalf of Walkers Snacks Foods
(ADDRESS)

Date of issue: April 2006

News release 2

British Printing Industries federation

Press information

11 Bedford Row, London WC1R 4DX Telephone Fax

NEW ECONOMIC SURVEY SHOWS IMPROVING PRINTING INDUSTRY

The first issue of *Directions* the revamped and relaunched quarterly survey of economic trends from the British Printing Industries Federation, shows that printers are generally looking forward with confidence to the final quarter of the year, as the traditional seasonal uplift combines with cyclical economic recovery.

Directions is published quarterly by the British Printing Industries Federation.

Press release issued on behalf of the BPIF by AD Communications

RADIO ADVERTISEMENT
(Script)

EXHIBIT-1

Radio script

JOAN MAYER
30 SECONDS

USE WITH TAPE CUT#2
MUSIC OPEN: (10 SECONDS)
FADE MUSIC UNDER

ANNOUNCER: THAT'S RIGHT, THERE IS NO BETTER WAY TO GET INTO SPRING THIS YEAR THAN TO BUY YOURSELF A COMPLETE COORDINATED SUIT AND SHOES OUTFIT BY JOAN MAYER. YOU'LL FIND A WIDE SELECTION RIGHT NOW AT-----

A JOAN MAYER OUTFIT MAKES IT EASY TO SAY "I'M READY", READY FOR SPRING. THE WIDE SELECTION OF TWO PIECE SUITS IN LIGHTWEIGHT DACRON WITH COLORS TO MATCH AND COORDINATE WITH OUR QUALITY BRAND OF SPRING FOOTWEAR MEANS THAT YOU'LL HAVE NO TROUBLE FINDING THE OUTFIT OR OUTFITS THAT MAKE YOU LOOK YOUR SMARTEST FOR SPRING. SO STOP IN SOON AT----- AND MAKE YOUR SELECTIONS FROM OUR SELECTIONS.

MUSIC UP: (5 SECONDS)

(Reproduced from radio production by Carl Hausman et al)

WRITE-UP ON MEDIA ISSUES

TOPIC-1
SHOULD THE MEDIA PERFORMANCE BE EVALUATED

Introduction

Media performance reels under heavy criticism even as innumerable number of channels appeared in the last few years. Many channels sprung up from nowhere and merged into public life with or without notice and came to be called 'media' (read mass media). These media neither were created by the mass nor were meant for it. They surfaced with the business stakes but at the cost of the public sphere.

Whether the media were meant or not for the public, their presence affects the cultural ecology of the society. These so-called media aim at attraction, recall and retention of the public mind for their audio and video signals thereby polluting the cognition of the people.

The signals are present everywhere every time like the pollen grains in the air, which can cause asthma on breathing in. There are hundreds of channels with their signals criss-crossing the air.

The exposure to the media signals can cause traumatic psychological imbalance. Remember the old saying, 'too much is not good'.

Outwardly, media function for information, education and entertainment. However, they are also associated with a great potential of causing harm – more so in case immature and premature minds.

Despite the absence of a unique basis of criticism of the media in the country, their performance can be scanned by their own nature and function. Unlike the West and elsewhere, the media do not take the shape of the socio-politico-economic and cultural ambience of the country. Shockingly, they do not have a culture of their own, too. However, the imbalance in the social growth and pragmatism in practice draws a clear picture of the media in India. This pragmatism is known as 'westernization'.

Social status

India is a multi-lingual, multi cultural and multi religious country. Hindi is the dominant language, its epicenter being the central heartland of the country. However, most of the states do not speak this language (as mentioned earlier India is a multi-lingual nation). Though India proud of being the biggest democracy in the world People speaking Hindi language try to dominate the arena of language. Media in the country has the same contention.

India also feels proud of cultural unity in diversity. Nevertheless, as obvious from the national media scenario, cultures of the central heartland are projected and hardly any other culture gets a slot in the national media. For example, one can watch the channels (Hindi) full of soaps and serials and commercials and not a single theme on any other part of India except Delhi, Maharashtra and Panjab. Media never went beyond that.

Political scenario

The multi party system in India has done much harm to the country in the name of the biggest democracy. There has not been a single example of the stability of the government since the country attained independence in 1947. Rather, India has faced emergency and emergency like situations many times until today. Political instability rendered to the fall of an elected government in thirteen days is still marring the country from development. Worse, snap polls, repolls and by-elections are still haunting the country due to constitutional lax of remedy.

However, the social responsibility of the media never comes to this arena. Rather, media act on the whims of the vested interests and became mouth organs for their political lords.

TOPIC-2 Crime and media.

Mass media wields an overpowering influence. As journalism has become an inseparable part of our lives, the media has in name as well as in fact become a state within a state. As a result, more often than not it tends to function as if it is the sole arbitrator of our opinions and tastes even determining our conscience.

When it comes to reporting crime, the determination suffer worst in that the overall treatment in most cases is neither just nor morally right in the words of Delhi's former Police Commissioner, Ved Marwah, "the world of crime is bizarre, and difficult to understand". Observing that while crime affects the society we live in, the worst affected are the victims, suspects, and their families. Ved Marwah advocates a concerted awareness programme to sensitize the people to their plight.

(Complete the theme)

Sl. No.8 COLLECTION OF VARIOUS ADS AND CRITICAL ANALYSIS

EXHIBIT-I

The given ad was collected from a women magazine (FEMINA, Nov.2002). The ad promptly displays the product (a watch).

The iconic image of the product, i.e., the watch displays larger than the life-size of the watch. The image also dominates the whole space.

The brand name is also promptly displays in this ad.

The colour of the watch and the gold rimmed frame of the watch pitted against the white background and the far magnetic colour looks feminine.

At the same time the display being strong and affluent, the product has been designed for the women of substance.

However, the display is not supported by any slogan or copy. Except for the dominance and appealing look, the advertiser indicates the names of the authorized dealers at select places only.

The advertiser assumes that the brand is an established one and therefore needs no introduction or other gimmicks of marketing.

In all the ad looks rather dumb since other information are not given. In a market conscious economy like India the time has not ripe for conspicuous advertisements.

EXHIBIT-II