

**M. A. MASS COMMUNICATION (FIRST YEAR) / PGDMC**

**MMC-106 / PGDMC-106 Lesson no: 1 Production Portfolio**

## **PRODUCTION PORTFOLIO (ASSIGNMENTS)**

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### **LESSON STRUCTURE:**

So far we have learned about the theory parts of the various aspects of mass communication. Now let us discuss about the practical aspects. In this lesson, we shall discuss about the practical aspects. You will have to prepare a PRODUCTION PORTFOLIO or ASSIGNMENT on the basis of what ever you have learned in the five theory papers. You are to do a few practical assignments as listed in the syllabus. The assignments will expose you to the practical aspects of mass communication. These assignments are an integral part of your syllabus. You are expected to do your assignments and prepare the PRODUCTION PORTFOLIO to derive maximum benefit of the course.

The lesson structure of this lesson shall be as follows:

- 1.0 *Objectives*
- 1.1 *Introduction*
- 1.2 *Presentation of Content*
  - 1.2.1 *Editing Teleprinter Copies*
  - 1.2.2 *Covering Major News Events in Your Area*
  - 1.2.3 *Book Review*
  - 1.2.4 *Film Review*
  - 1.2.5 *Television Programme Review*
  - 1.2.6 *Script Writing for Radio News*
  - 1.2.7 *Script Writing for Television News*

*1.2.8 Classified, Display Classified, and Display Advertisements*

*1.2.9 Posters, Pamphlets, Leaflets, Hoardings, Brochures*

*1.2.10 Writing News Releases/ Press Releases*

## **1.0 OBJECTIVES:**

The objectives of this lesson are as follows:

- \* To understand how to Edit Teleprinter Copies,*
- \* To study about Covering Major News Events in Your Area,*
- \* To study about Book Reviews.*
- \* To study about Film Reviews,*
- \* To study about Television Programme Reviews,*
- \* To study about Script Writing for Radio News*
- \* To study about Script Writing for Television News*
- \* To study about Classified, Display-Classified, and Display Advertisements*
- \* To study about Posters, Pamphlets, Leaflets, Hoardings, Brochures*
- \* To study about Writing News Releases/ Press Releases*

## **1.1 INTRODUCTION:**

The broad field of mass communication, and each related sub-field is highly practical-oriented. In the field of newspapers, you write news stories, articles, features, etc. You also help in preparing the story layout and page layout. In radio and television there is a lot of writing involved. All most every word that is spoken on radio or TV is first written and polished. Then there is editing. Both radio and TV involve text-editing. Radio involves editing of audio material. Television involves editing of audio-visual material.

Similarly advertising and PR also involve a lot of practical work. This paper is an attempt to learn about the practical aspects.

## **1.2 PRESENTATION OF CONTENT:**

The content of this lesson shall be presented as follows:

*Editing Teleprinter Copies*

*Covering Major News Events in Your Area*

*Book Review*

*Film Review*

*Television Programme Review*

*Script Writing for Radio News*

*Script Writing for Television News*

*Classified, Display Classified, and Display Advertisements*

*Posters, Pamphlets, Leaflets, Hoardings, Brochures*

*Writing News Releases/ Press Releases*

### **1.2.1 EDITING TELEPRINTER COPIES:**

To edit teleprinter copies you have to collect teleprinter copies from a nearest newspaper office and edit and proof read them. According to the syllabus, you are to edit ten teleprinter copies.

In case you do not get teleprinter copies, get ten news stories typed (in all capitals if the stories are in English) and edit the stories.

In addition to editing the news stories, you also should give a lot of other instructions for the compositors and page make-up artists. You start by writing the headline. In case a sub-headline is required, you should write that also.

Next, you suggest the headline font and font size. You also mention in how many columns the story needs to be composed. The other instructions include whether the news story should be boxed or not; whether there should be any background screen, etc. you also suggest the colour and gradation of the background screen.

The modern practices require a lot of graphics. You should suggest the visual graphics like computer graphics, charts, maps, etc. The other type of graphics are the information graphics.

You are supposed to learn the editing and proof reading symbols by heart. This can be achieved by intense practice. It not only helps you if you are working in the media but also in our daily life too when we have to do editing. The proof reading symbols are provided at the end of this assignment.

### **1.2.2 COVERING MAJOR EVENTS IN YOUR AREA:**

This is again practical field training for you. You are supposed to cover a few major news events in your locality. It can be a seminar, workshop, meeting, a visit by some VIP, accident, development work, inauguration, ceremony festival or celebrations, etc. You are required to visit the news site and do the reporting.

You should keep in mind the 5 W's and one H of reporting i.e. *who, where, what, when, why and how* before you cover an event. While preparing the report you should maintain balance and objectivity. The following example will help you to understand this assignment.

#### *DEER KILLERS JAILED*

*Gulab Singh presiding officer of Environment Court has sentenced five persons to three years imprisonment each on charges of killing of two deer. The court has also imposed a fine of Rs. 500 on each of them.*

*The Wild Life Inspector of Bhattu has registered a case against Parkash, Kaur Singh, Milia and Inder all residents of Dhabi Kalan village and Ramji of Chuli village under the Wild Life preservation Act, 1972 on July 9, 1997.*

You can also submit a brief account of your reporting experience. State how you have come to know about the news story and where you have tapped it. Narrate the problems you have faced while you were covering the news story.

#### **1.2.3 BOOK REVIEWS:**

To write a book review, you should thoroughly read the book first for yourself. The second reading should be for the readers. While writing the review you should write what is new in this book, what is the writing style, of the author? What kind of language author has used? Further more what author is trying to say and what is the viewpoint of the author on the topic?

The book review should give an overall view and critical analysis of the book. The following example by Seema Alavi will help you to understand more clearly.

#### UNVEILING THE FOLDS OF HISTORY

River of fire is the English translation of Qurratulain Hyder's *Aag Ka Darya*, first published in 1959. Following the travel and professional itineraries of two close friends-Gautam Nilambar, a university student, and Hari Shankar, the princeling yearning to be a Buddhist monk-the book spans a large canvas of Indian history. The gripping narrative moves from the fourth century BC and culminates in the two friends meeting in post-independent India and bemoaning the bygone era they cherished.

Their past is beautifully captured by Hyder as her protagonists meander through Magadha Pataliputra, the Kingdom of Awadh, the British raj and finally into independent India. The journey of Gautam and Hari Shankar turns in to a virtual feast for the reader as one is introduced to the social and cultural nuances of the myriad traditions that constitute Indian political culture.

Each chapter of the book is a delight in itself, providing a rare peep into the historical past. Hyder's craft in capturing the ethos of the period is best reflected in the sections on the British Raj and Awadh society- a period and region Hyder is perhaps most familiar with. Thus, for instance, the contrasts between the Awadh court culture and that of Bengal are sensitively portrayed in the conversation between Gautam and the Awadh nobbles.

The most interesting sections of the novel are its first fifteen chapters where Hyder sensitises the reader to India's rich plural culture in which she integrates very effectively the 400 years old Indo Persian legacy, Gautam's visit to the university town of Janapur, his encounter with Bano- the daughter of a relative of the Sharqi saints who reveal to him fascinating folk tales of India in which Hindus and Muslims are almost interchangeable categories which reveal the existence of a vibrant and synergetic Indo-Muslim culture which was all encompassing.

The novel is a delight in its original Urdu form. Its translation however drags, especially in the first hundred pages. It picks up as we move towards terrain and time more familiar to the author.

But these hiccups notwithstanding Kali has done a great service by introducing to the non-Urdu knowing populace both the magic of Hyder's enchanting craft as well as the wonder that was India.

#### 1.2.4 FILM REVIEWS:

A film contains many different elements put in a logical order. Writing a film review is a tricky one, because all the factors are acting simultaneously at a given point of time. The very first thing that is to be noticed is the story. The reviewer has to find out whether the story is logical and natural or just a regular masala one. Then you can comment on the direction. How well it is directed? How the director has handled the issue or theme. What is the level of sensitivity towards the theme? A film is incomplete without dialogue. You must comment on the dialogues. Then you can critically analyze one photograph, locations, editing and music and lyrics. Finally you can comment on the kind of business the film is doing.

You are required to do at least two film reviews one of Hindi and another of an English film.

#### INTERNATIONAL KHILADI

Akshay Kumar's obsession with Khiladi started with his first hit of the same name. Since then he has tried out *Sabse Bada Khiladi*, *Khiladi Ka Khiladi* with indifferent success. *International Khiladi* is the latest in line.

With such a title, a film can, at best have some passable music. It fares much worse. Music director Adesh Srivastava, best remembered for his *Paro* (Shashtra) and *Dhanno* (Lal Badshah) is at his inspiring worst. One is well aware that an action flick provides little scope for creative scores. But the film's music is incapable of even passing muster at the countdown charts. Even after three listenings, none of the seven songs stay in memory.

Lyricist Dev Kohli begins with *Choon kar tere man ko* which is horribly close to the Yaarana's Kishore Kumar hit, *Choon kar mere man ko*. The rest of the album meanders aimlessly. Sonu Nigam tries in vain to inject some attitude in his rendition of the title track. Perhaps, the last track *kudi kunwari*, partially sung by Johny Lever, has some box-office potential. After all, most Lever antics do end up being popular.

### 1.2.5 TV PROGRAMME REVIEWS:

Television offers variety of entertainment, educational, informational, edutainment or infotainment programme. Unlike films these programmes are for shorter duration. There are very compact stories in T. V. programmes.

Before writing a T. V. programme review, first critically analyze the story. Judge the theme and see if it is socially relevant? What roll it is playing in the society. After that you can analyze the acting standards, script, direction, technologies if there is new technologies and other important aspect of the programme.

#### CELL 3

Zee. T. V. (Monday 9.30 P. M.)

A group of committed officers take on the menace of drug trafficking, arms smuggling, insurgency, blackmail and a spy network (among other things) in this series that went on air recently. No, they are not acting in any official capacity, just doing their own bit. They are part of a secret service agency called *Cell 3*. Their job- To protect the national security interests of the country.

People who are recruited from different government services and are trained in espionage, which they put to use “to ward of the evil shadows over the country” Every operation they undertake deals with traitors, black marketers and smugglers, man the Cell.

The series started with *Operation Indradhanush*. Shot around Calcutta, the operation revolves around the two interpretations of war terrorism or the war of independence. Operation Sunflower breaks a South Asian network smuggling government documents. The episode explores the trauma of a woman caught in a web of espionage and counter espionage.

The serial than moves on to operation *Mrigaya*, which deals with the smuggling activities of a mercenary group operating overseas. Then there is the battle to stop drug trafficking and the selling of arms.

The highlight of the serial is its star cast. Naseeruddin Shah, Raghubir Yadav, Kitu Gidwani, and Benjamin Gilani are part of this serial. The other novelty is that a different person, who the makers claim gives the serial newness and makes each episode different, has directed each episode.

### 1.2.6 SCRIPT WRITING FOR RADIO NEWS:

Today large numbers of people think of Radio or television as their major source of news. On the other hand it is not possible to give same amount of information in broadcast media as it is provided in print media. Broadcast writing emphasizes certain characteristics that newspaper writing does not and story structure may also vary.

Broadcast news is more conversational style, which is simple and informal. It should not contain slang and grammatically it should be correct. Since there is time limit there for condensed sentence should be used. Cut down on adjectives, passive voice and use strong active verb.

Then give a clear and objective version of news. It is better not to report at all if the message news item is not understood to you. Avoid jargons, and foreign words. Try to present data figures in its simplest form.

Different radio stations have different approach to the scripts. However there are some general rules, which are to be kept in mind while writing script for radio news. These are:

- a. *The story is headed by a slug. A slug is one or two-word label own a story. The slug identifies a story and keeps it separate from other stories.*
- b. *Date and time of broadcasting.*
- c. *The writer's name.*

### 1.2.7 SCRIPT WRITING FOR TELEVISION NEWS:

To write television news script split page format is used. Two columns are categorized under video (left column) to audio (Right column)

The audio column contains the copy to be read by anchors and the director for camera cues and instruction to the technical crew uses the video.

As like radio news script here also you have to mention slug, date time and writers name.

<b>Time</b>	<b>Date</b>	<b>Slug</b>	<b>Name</b>	<b>Page No.</b>
<i>Video</i>		<i>Audio</i>		



The following are the assignments:

1. Convert at least two news stories from any newspaper into 45-second news stories for radio.
2. Select a news story from year local newspaper and convert it into 60 sec. news story for T. V.
3. Listen- record and write down the every news from radio or TV and compare it with next day's newspaper news.

You can write a TV news script in the following format also. This is called the continuous format opposed to the earlier mentioned split-page format.

*Video:*

*VTR of corpses of the victims and their relatives weeping, a child whose parents were killed, followed by the interview of the relatives of the victims shifted to police party patrolling the site, the Bihar CM. Ms. Rabri Devi arriving at the scene and talking to reporters slogan shouting by opposition members at the site of the event.*

*Audio:*

*(VO) There has been yet another massacre in Bihar, 12 people were killed late last night in Gaya district of central Bihar. The police say the Ranvir Sena is to be blamed. A massive hunt has been set in motion. But no arrest has been made so far (NS) followed by the voice of the reporter and voices of the relatives of victim s, (vo) of reporter and interviewers.*

### **1.2.8 CLASSIFIED, CLASSIFIED-DISPLAY, AND DISPLAY ADVERTISEMENTS:**

Advertisement has become an irreplaceable part of our life. It provides us information about a product or service and helps us to create options. Out of different options we opt for the best one after valuation

Certain print advertisement has very attractive visual and body copy. It pulls in a reader at one glance and compels him/her to read the whole message. On the other hand there another categories of ads, which are very dull, and reader has to put a lot of efforts to search and read them. These ads are classified ads. Besides being cost effective classified ads lacks the usual decoration. It contains information-based copy.

They are used where you have to give information to your target audience. The content of information varies from sales, purchase, and change of names matrimonial to employment, education, coaching treatment etc.

There exist another category classified ads i.e. display classified. It is slightly decorated and costlier than the simple classified ads. The decoration gives little edge over simple classified ad to get spotted.

The other category of print advertisement is display ads. It is most decorated and costliest advertisement in print media. These are high budget ads. The display advertisement requires meticulous planning- right from writing body copy to the kind of visual accompanying it. Professionals, to make it more visually appealing, use attractive layouts and colour schemes. A lot of research work also goes into the designing of the message.

Below are shown few examples of classified and display advertisement. Study them carefully and also go through different newspapers and magazines to know more about mentioned ads.

For your assignment you are to prepare at least two advertisements of each category i.e. classified, display classified and display ads.

### **1.2.9 POSTERS, PAMPHLETS, LEAFLETS, BROCHURES, HOARDINGS:**

Our every day life is engulfed with different print, audio, audio-video publicity messages. They can come in the form of posters, pamphlets, leaflets, brochures, radio ads, TV ads, hoardings, etc. The technology has moved so advanced that now the latest publicity technology uses interactive billboard skywriting through laser lights etc. But one thing that has remained unchanged is the visual appeal of all these publicity material.

Appeal depends on many factors like layout, colour scheme typeface, body copy visuals etc.

In this exercise you have to produce the under mentioned publicity material. You can choose any theme, like a social theme in which you can inspire or motivate people to don't blood give equal education to girl child or you can choose any commercial theme, for example launching of a new soap, etc. and prepare the following material.

- *Posters - 2*
- *Pamphlets - 2*
- *Leaflets - 2*
- *Hoardings 2*
- *Brochures - 2*

### **1.2.10 NEWS RELEASES / PRESS RELEASES:**

One of the effective ways to get publicity is press release. Since press releases are sent deliberately to the media with a motive to get publicity, therefore every word should be carefully crafted in order to fulfill the motive. Writing effective press release requires correct informational input. The facts and data are to be organized in such a manner that it minimizes the chances of editing.

To write a good press release, start with collecting all the essentials. Organize the information in the order of priority. Decide which will be the first lead 2nd lead and so on simplify your press release either by eliminating technical terms or explaining them Give names titles correctly and spell check before you prepare final draft. When using a quote identify the speaker as soon as possible in the sentence or paragraph. You should restrict yourself from giving opinions. Always present the balance version. Provide a logical conclusion if it is required and finally edit the copy yourself before you send the new release.

For your assignment you are to prepare at least 5 Press release of different functions seminar, workshops, events, etc. that has taken place in an organization or institution. You can also prepare periodic new release of your organization/institution for the purpose of image building

Those students who are not part of any organization or institution should submit a press release of any function or event, which they have attended, and it has some news release.

#### ***Example:***

**Guru Jambheshwar University**

**Press release**

**Date.**

Veteran journalist Sh. Shyam Khosla launched Media India, new media research journal, yesterday. The Department of Communication Management & Technology of Guru Jambheshwar University, Hisar, is producing the journal.

While releasing the first issue of the Media India Sh. Shyam Khosla said that there exit a vacuum in media journals and this journal would provide a platform for active integration between media academicians and practitioners. Emphasizing the need of free and fare press Sh. Khosla said that newspapers and magazines are a part of democracy. He said that there is need for healthy competition between Indian press and foreign press but he said that entry of foreign media should not be in discriminated.

Sh. Khosla asked that if our politicians or bureaucrats did not perform well do we have an alternative to import expert politicians or bureaucrats? Similarly with all its shortcomings the Indian media has to be given a fair chance to perform as a vehicle of dissemination of information and courses of public opinion.

Introspecting his days as an investigative reporter he said that he wonders whether his investigative reports were for the ultimate good of the society. Quoting example he said that some of his reports created more problems than solving them. Sh. Khosla complemented the Department of Communication Management and Technology of the university and hoped that it would provide a platform for active dialogue resulting in reform in media education.

**ANNEXURE:**

**SUB EDITING MARKS (FOR TYPOGRAPHICAL CHANGES):**

e/	Common sense decrees that every	Add a letter
ca	A common gripe against <del>the</del> young	Delete or take out
Ⓢ	Never forget that the period	Delete and close up
stet	Don't strain to be <del>witty or</del> funny	Let all matter above dots stand
i/	Never stop trying to find	Correct the word marked
Ⓞ or ⓧ	Insert period	
⸢ or ⸣	Insert comma	
⸤ or ⸥	Insert colon	
⸦	Insert semicolon	
⸰ or ⸱	Put in apostrophe or "single" quote	
⸲ / ⸳	Insert quotation marks	
!	Insert exclamation point!	
=/ or -/	Insert hyphen-	
Ⓟ	Spell out	
⸭ or  —	Use one-em dash	
2em	Use two-em dash	
(/)	Insert (parentheses)	
[/]	Insert [brackets]	
¶	Begin a paragraph	
no ¶	No paragraph	
run in	Run in or run on	

### SUB EDITING MARKS (FOR EDITORIAL CHANGES):

*wf* Wrong font  
*lc* Lower case letter  
 $\underline{c}$  capitalize letter  
*sm.caps* Set in small capitals  
*rom.* Set in roman type  
*ital.* Set in italic type  
*lf.* Set in lightface type  
*bf* Set in boldface type  
*tr* Transpose letters  
*tr* Transpose words the in line  
*tr* Rearrange words of order number 3 2 4 1 in  
 ] Move to right ]  
 [ Move to left [   
 ] Lower letters or words  
 ] Raise letters or words  
 // Straighten line horizontally  
 // Align type vertically  
 c Close up  
 # Leave some space  
 eg # Equalize space between words  
 □ Em quad space or indention  
 □□□ Indent number of em quads shown  
*ld.* Insert a lead between lines  
*l/s* Letter - Space  
 ↓ or ⊥ Push down a space which prints as a mark  
 X or + or ⊗ Broken or imperfect type  
 ~ Print AP as a ligature  
 9 Turn a reverse letter