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Electronic Media

SEMESTER V

JOURNALISM AND MASS COMMUNICATION

BLOCK - 2

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CONTENTS

Pages

UNIT 8 : Introduction to Audio-Visual Media **153-170**

Characteristics and features of audio-visual media; Impact and reach of audio-visual media, Audio media vs. audio-visual media.

UNIT 9 : World History of Television Broadcasting **171-184**

Origin and developmentof television, Transmission of Television System; Broadcasting; Colour Television; Cable Television; Television News; Digital Television; High Definition Television

UNIT 10 : Public and Private Broadcasting **185-204**

Organisational structure of Doordarshan; DD Programme Production; Programme and News production of Doordarshan; Development Communication Division of Doordarshan; Performance Appraisal of DD staff; Brief history of Dordarshan in Assam; Private Television (Satellite Channel); Cable Television

UNIT 11: Public and Private Broadcasting in North East India **205-221**

Doordarshan with special reference to DDK Guwahati & PPC-NE, Growth of Private TV Channels in North East India with special reference to Assam

UNIT – 12:TV News **222-256**

News room and its operations; Basic features of TV news; Structure of TV news; News Package; Writing for visual and presentation skills

UNIT – 13:Current Affairs Programmes and Documentaries **257-270**

Different types of TV news; panel discussions; interviews; documentaries and current affairs programmes in TV

UNIT – 14:Reporting for TV News **271-289**

Introduction to TV reporting; Duties, qualities and responsibilities of a TV reporter; Sources of TV News; New Trends in TV reporting.

UNIT 15: Television for Development **290-303**

Television as a tool for development communication, Satellite Instructional Television Experiment (SITE), Kheda Communication Project; Jhabua Development Communication Project (JDCP);

BLOCK INTRODUCTION

This is the second block of the course on 'Electronic Media' which consists of eight units.The eight unit of the course deals with the characteristics and features of audio-visual media along with its reach and impact on the masses and the society. This unit will also focus on the advantages and disadvantages of audio-visual media over other forms of audio media. The ninth unit of the course discusses the world history of television broadcasting by focusing on colour television, cable television, digital television and high definition television. The tenth unit of the course focuses on the public service broadcaster of the country– Doordarshan with special reference to its Development Communication section and its Programme Production process. The unit also lays special emphasis on the history and growth of cable and satellite channels. In the eleventh unit , the emergence of Doordarshan as an important medium of knowledge and information in the North East India has been well documented. Special emphasis has been laid on the growth of private television channels in the region. In the twelfth unit, one can get an idea on the functioning of a news station, basic features and structure of TV news as well as principles of writing for television news. Thirteenth unit of the course basically deal with the different types of TV news, panel discussions, interviews, documentaries and current affairs programmes. The fourteenth unit of the course analyses on how television news reportingmust be carried out. The last unit of this course, i.e the fifteenth unit, brings to fore how television acts as a tool for development communication. A few important television experiments that have been conducted in India have been well documented.

While going through a unit, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Some "ACTIVITY" (s) have been included to help you apply your own thoughts. Again, we have included some relevant concepts in "LET US KNOW" along with the text. And, at the end of each section, you will get "CHECK YOUR PROGRESS" questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with "ANSWERS TO CHECK YOUR PROGRESS" given at the end of each unit.

UNIT 8: INTRODUCTION TO AUDIO-VISUAL MEDIA

UNIT STRUCTURE

8.1 Learning Objectives

8.2 Introduction

8.3 Characteristics and Features of Audio-Visual Media

8.4 Impact and Reach of Audio-Visual Media

8.5 Audio Media vs. Audio-Visual Media

8.6 Let Us Sum Up

8.7 Further Reading

8.8 Answers to Check Your Progress

8.9 Model Questions

8.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- note the specific characteristics of the television medium,
- explain the impact and reach of television,
- describe the potential of TV as a mass medium.

8.2 INTRODUCTION

By now, you must be familiar with the term Mass Communication. The channels required for Mass Communication are known as mass media. Mass media can be broadly divided into print media and electronic media. Conventional electronic media can be broadly segmented into the twin categories of radio and television.

Television means an electronic system of transmitting transient images of fixed or moving objects together with sounds over a wire or through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound. It is an audio-visual medium. Radio is a medium which you can only hear, while television is a medium which you can hear as well as see. That is why; radio is called

an audio medium while television is known an audio-visual medium.

In this unit you will become familiar with the audio-visual medium, that is, television. You will understand the basic difference in characteristics between radio and television. You will also get an idea about the impact and reach of television in our country. We hope, after going through this unit, you will have a clear concept of the television medium and how it works. So let us concentrate on the sections given below.

8.3 CHARACTERISTICS AND FEATURES OF AUDIO-VISUAL MEDIA

The term audio-visual may refer to works with both sound and visual component, the production of or use of such works, or equipment involved in producing such works.

Film and television are examples of audiovisual medium. Television is an audio-visual medium because it comprises the elements of sound and images. It adds sight, movement and, usually, colour also.

Television has had a profound impact on the people because of the combination of sound and images in it to create a sense of reality that the audience can identify with and relate to.

Although every medium has some strengths and weaknesses, much more depends on how the media is used. Television constitutes an important medium widely used to disseminate information to its viewers. It has the unique feature of combining audio and visual technology, and is therefore considered more effective than audio media. It serves multiple purposes of entertainment, information and education.

Television possesses some distinguishing characteristics. Let us discuss a few:

1) Television is an audio-visual medium. It favours simultaneity of visual and auditory images. Viewers can not only hear what someone is saying but also see what is going on.
2) It is said that one picture is equal to a thousand words. You can then very well imagine the potential of pictures that can move! The elements of sound, colour and motion, lend television more credibility

than other mass media.

3) Television has large, diversified, heterogeneous and anonymous viewers. People belonging to diverse backgrounds, age groups, culture, religion etc can watch television. Therefore, it is not possible to measure the number of viewers of a particular programme at a particular time in a specific channel. And hence viewers are considered to be anonymous.
4) Television needs electricity to be functional. It can also be operated with batteries. Anyway it involves some expenses to run. That is why it is beyond the reach of many people living in the underdeveloped or developing countries. Compared to other media like newspaper and radio, television is an expensive medium.
5) Television can be accessed by anyone. One need not be a literate person in order to watch television.
6) Television sets are normally bulky and, therefore, not portable like radio and newspapers.
7) Television is a glamorous medium. Visuals, colour, sound and motion make it a glamorous means of communication that entertain people.
8) Television has the potential to show viewers events and happenings in real time. We have to wait for a day to read the news in a newspaper, but television has the ability to give us what we call 'live' news.
9) Television is called a 'lean back' medium because unlike newspapers or the internet, we need not concentrate deeply when we watch television.
10) Television is a potent tool of disseminating information. Not just through news and current affairs, but also through various other formats of television programming, we get to know about events, people and places that we otherwise would never have known about.

Television provides entertainment to its viewers. People can relax after a hard day's work by watching television.



ACTIVITY 8.1

a) Make a list of all the features of the Television which you think are its merits and demerits. Justify your list with appropriate examples.

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b) Visit a slum area and find out how many people watch television and where.

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8.4 IMPACT AND REACH OF AUDIO-VISUAL MEDIA

Impact of Television :

This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise, it is nothing but wires and lights in a box.

— Edward R. Murrow

You may have heard several critics blaming television for everything from obesity to the increase in murder rate. Well, while TV is easy to criticise, and much of the criticism is justified, we also need to keep in mind that television benefits society in many ways.

In this section we'll look at the effects — both good and bad — of this pervasive medium. We will examine the social impact of television from the standpoint of seven major criticisms. When we get through presenting all seven criticisms we'll look at some of the positive effects of television.

NEGATIVE EFFECTS OF TELEVISION :

1) **Television Debases the Arts and Audience's Tastes :** It is seen

that television channels often gives audiences not what is in their best interests but what they are most interested in. What audiences actually need is good current events programming, documentaries, in-depth news, 'good' music, and meaningful dramatic productions so that they can develop a greater understanding of the world events and a greater appreciation for the arts. This, critics say, is not what television gives us. Television is bombarding us with all kinds of celebrity gossip, sports and entertainment news that is not actually necessary for us.

2) **Television Undermines Moral Standards :** Television is one of the main reasons, why, say critics, our value system is getting distorted. Chief among the moral concerns, of course, are casual sex (sex outside of marriage or without a loving commitment) and gratuitous violence (unnecessary and graphic violence added to programming for the sake of gaining ratings).

   Most programmes on television today glorify sex and violence in order to stay ahead in the race for **TRPs**. As a result, it has become normal to see programmes, mainly soap operas, where people engage in extramarital affairs as a norm and kill people without batting an eyelid. Those who criticize television for showing gratuitous violence cite the fact that by the time they are 18, Indian children typically see nearly 20,000 murders on TV. Most of these murders appear to be without consequence and most are represented as the "solution" to a problem.

3) **Television Encourages Escapism :** We all need to take some time to relax and escape from the responsibilities of the day. But we quickly create problems for ourselves when we use anything - alcohol, drugs, constant socializing, TV, etc.- as a way of escaping from our personal responsibilities. Some people maintain that television has become the "**opiate** of the people". Television shows us unrealistic things and leads us into a fantasy world, which does more harm than good.



TRP : Television Rating Points. It is a tool for judging the choice of the people and also the popularity of a particular channel. For calculation purpose, a device is attached to the TV set in a few thousand viewers' houses for judging purpose. These numbers are treated as sample from the overall TV owners in different geographical and demographic sectors. This data is very useful for the advertisers as they choose to sponsor programmes which have the highest TRP in order get maximum reach.

Opiate : derived from **Opium**, a narcotic that numbs the mind.

4) **Television Engages in Economic Exploitation :** Commercial television is a moneymaking business - it makes money by getting viewers to spend money on advertised products.

Programme popularity is critical because it means that more people will watch the commercials, and, as a result, more products will be sold. In a sense, TV programs are basically a means to get people to watch commercials. At the same time, we find that, in order to sell products, *needs* often have to be *created* in people's minds. Using advertising to try to convince us that owning the "right things" and maintaining the right image (including being slim, trim and beautiful), is *economic exploitation,* according to the critics.

5) **Television Sets Up False Images of Reality :** Critics feel that TV perpetuates stereotypes, especially when it comes to minority groups. For example, television soap operas in India very often portray submissive and meek housewives as 'virtuous' and the smart, confident career women as 'scheming and bad'. This kind of stereotyping does a major disservice to the whole truth, of course. Television sets up false images of reality, and those who say so, point out that, in order to get messages across quickly to an audience, issues are very often over-simplified.

6) **Television Distorts Reality Through Omission :** What television doesn't say, or omits is considered to be one of its biggest drawbacks. Television is sometimes blamed for taking sides. In order to highlight one side of an issue, the other side is completely ignored. By choosing to ignore one aspect, television distorts reality.

POSITIVE EFFECTS OF TELEVISION :

a) **Television is a "window of the world" for news and information.**

Newspapers and the print media provide a degree of separation from reality, but TV graphically brings happenings right into living rooms, complete with colour, sound, time sequences, and even to some degree, the associated "feelings."

Reading about thousands of children starving in Africa or some other country is one thing; actually seeing the misery is quite another.

Reading about people being tortured because of their political beliefs is one thing; hearing the people involved talk about what happened to them, and seeing their scars and tears is quite another. The latter is always more convincing and authentic.

Compared to newspapers, television may be superficial when it comes to reporting facts. However, good pictures can still be worth 1,000 words. Pictures can convey emotions beyond facts and statistics.

In democracies Television can be used to inform the electorate about things they need to know to make informed choices at the ballot box. When TV is responsibly programmed and viewed with a critical, educated eye, it is capable of looking through the surface shine and pretence of people and events, giving us glimpses of the reality lying beneath.

Television is capable of making us an 'eyewitness' to events as they happen. These events can range from the hostile invasion of a country to what a person is doing in a confined space in reality programmes like 'Big Boss'. In this regard, TV breaks down the barriers of distance and becomes an extension of our senses.

b) Television provides relaxation.

There is no second opinion about the role of Television as a provider of entertainment and relaxation. Television allows us to momentarily escape our own problems and view the experiences of other people. Television offers different programmes that include entertainment, education, sports etc. We thoroughly enjoy soap operas, and film-based programmes. We also watch exciting sports events. Through all these, we allow ourselves to be momentarily lost in a beautiful fantasy world; while at the same time find an escape from the tedium of our daily living. In the end, our spirits are lifted and sometimes we begin to look at things with renewed hope and faith.

c) Television introduces new ideas and information.

Just imagine what the mass media have done to make our life

easy and comfortable. It used to be a matter of months even years before a new medicine or an important innovation becomes commonly known to the masses. But television has completely changed the scene and today that time is typically cut down to a day- if not a few hours. We can include a variety of things in this category such as new products and services that make our life easier or safer; new recipes, important safety procedures and even instructions on whom improvement and repair are instantly available to us.

An important positive effect of television is we are constantly exposed to new ideas which we can compare, evaluate, and then accept or reject. Besides, television has immense contribution to the dissemination of development information and the process of modernization. It enables effective public participation and support in developmental programmes, protects national security and advances the cause of national integration. Television in India is not merely a means of entertainment. It is also used for spreading education and development messages among the common people. It is a potent instrument of positive social change.

Television has contributed to the political education of the masses. It gives extensive visual coverage to the political events taking place because of which people have become politically enlightened and aware of the issues affecting the country and the world at large.

d) Television helps people engage with reality.

Television has brought a revolutionary change in the way people receive information and understand the world by bringing the events into the homes of the viewers which makes people feel that they are directly experiencing the events taking place in locations far away from them.

e) Television integrates.

Another important contribution of TV relates to its role in synthesizing the heterogeneous Indian society. India is a multi-

lingual, multi-racial and multi-religious society. The audio-visual medium has been very useful in fostering a spirit of integration among its people. We know that India is a vast country with various communities, tribes, languages and religions. Television through its programmes which have pan-India appeal helps in bringing communities and societies, regions and states together as a nation.

The TV programs have a reach even to the remotest part of the country. There is a certain Indian way of responding to situations or events, whether personal or social. TV can take credit for developing such common responses in personal and social communication. People of different beliefs and lifestyles are bound together by this medium.

Reach : Television was started in India in 1959 as an educational project supported by the **UNESCO**, and it grew very slowly during the 1960s. The big leap towards expansion of the television audience occurred in the mid-1970s with the Satellite Instructional Television Experiment (SITE), which broadcast to 2400 villages in six states of India. An American satellite ATS-6 was used to transmit educational programmes for the development of rural India and it helped Indian scientists gain television broadcasting expertise prior to the launching of the national satellite, **INSAT**, eight years later.

Today, Doordarshan, a **Public Service Broadcaster**, is the largest terrestrial network in the world. More than 90 per cent of the population of the country can receive Doordarshan programmes through a network of nearly 1044 terrestrial transmitters, thanks to the initiative of former Prime Minister Indira Gandhi. She supported the expansion of satellite-based television in India while she was the Minister of Information and Broadcasting. Mrs. Gandhi viewed television as an important tool for development in rural India, although her critics contended that her real aim was to exploit the television medium as a tool for political propaganda. It was also under her patronage that colour television was introduced in India during the Asian Games held in New Delhi in 1982. The communication satellite INSAT was launched in 1983 that greatly increased the people's access to television signals.

Doordarshan, a part of All India Radio till 1976, consists of one national

UNESCO : United Nations Educational, Scientific and Cultural Organisatiion.

INSAT : Indian National Satellite.

Public Service Broadcaster : A broadcaster which generally transmits programming that aims to improve society by informing viewers, as opposed to commercial outlets whose aim is to provide popular content that attracts a large audience, maximizing revenue from advertising and sponsorship.

network and seven regional networks. In 1992 there were 63 High Power **Transmitters** (HPTs), 369 Medium Power Transmitters (MPTs), 76 Low Power Transmitters (LPTs) and 23 **transponders**. As on May 31, 2002, Doordarshan had 1314 transmitters and 23 satellite channels including Gyan Darshan. By May 2009, it had 66 studios across the country. Doordarshan, the national television service of India, is devoted to public service broadcasting. It is one of the largest terrestrial networks in the world. By early July 2010, its network of 1400 terrestrial transmitters cover more than 90.7% of India's population.

International satellite television made its entry into India in 1991 with CNN bringing the first Gulf War to Indian households. By early 1992, nearly five lakh Indian households were receiving STAR TV telecast. A year later, the figure was close to twenty lakh and by the end of 1994, one crore twenty lakh households (a little less than one-fourth of all television households) were receiving satellite channels. This increasing viewership was made possible by the sixty thousand or so small cable operators who mushroomed across the country.

The number of TV sets increased from five lakh in 1976 to ninety lakh in early 1987 and to around four crore seventy lakh in 1994. By 2000, there were 79.3 million TV household.

The increasing reach of television in India was due to the investments made in creating an infrastructure of about 1000 ground-based transmitters, which carry the satellite signals to the surrounding areas. And the growth of television audience was due to some of the television programmes that became hugely popular and appealed to Indian audiences, beginning with *Hum Log* (1984-85) and subsequently *Buniyaad, Ramayana, Mahabharata* etc.

Transmitter : An electronic device which, usually with the aid of an antenna, propagates an electromagnetic signal such as radio, television, or other telecommunications.

Transponder : A wireless communications, monitoring, or control device that picks up and automatically responds to an incoming signal. It is a contraction of the words *trans*mitter and res*ponder*.

Flagship : A flagship channel is the most important channel of a broadcast network (radio or TV). It can be the channel that produces the largest amount of material for the network, or the station in the parent company's home city or both. Originates from the naval term **flagship** which is the lead ship in a fleet of vessels.

CHECK YOUR PROGRESS

Q.1 : In what way do you think television engages in economic exploitation?

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Q.2 : "Television provides needed escape and relaxation". Discuss.

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ACTIVITY 8.2

a) Talk to 25 people who watch television. Ask them to mention two things each about what they like and dislike about television programmes. Compile your findings to know what the impact of television on people is.

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8.5 AUDIO MEDIA VS. AUDIO-VISUAL MEDIA

Radio is an audio medium because it has only a sound element for communicating a message. Radio is by far the most portable means of Mass Communication and it remains one of the world's major media for

entertainment and information. Radio is also known as a blind medium because it relies only on sound to reach its audience.

There are some eruptible differences between the audio media and audio-visual media or between radio and television. While radio is an audio medium, television is an audio-visual medium because it comprises the elements of sound and images. While radio relies on sound, television adds sight, movement and usually colours also. No other medium can offer the unique blend of persuasive communication factors like sight, sound, motion and colour. This combination enables television to lend more credibility to its programmes among viewers. While radio is an audio medium, television is an audio-visual medium because it comprises the elements of sound and images. While radio relies only on sound, television adds sight, movement and usually colour also. No other medium can offer the unique blend of persuasive communication factors like sight, sound, motion and colour. This combination enables television to lend more credibility among viewers.

Radio vs. Television : Unlike the print media, both radio and television get through to the illiterate population, the less formally educated and those belonging to the lower socio-economic strata. One need not be educated or even literate to listen to a radio programme or view a television programme. However, there are some basic differences between radio and television:

- Television is the most persuasive medium as it combines all the important elements, namely, sight, sound and motion. The visual experience of watching television is more dynamic and meaningful due to the movement and sound associated with it. That is why television has greater credibility and believability than other mass media like radio, which only has the element of sound.
- Radio is a personal and portable medium. Because of its portability, radio can be accessed more conveniently than television. Since most radio sets are battery operated, people can carry it and listen to it anywhere, at home, in buses, in the kitchen, in the farm etc. On the other hand, television sets are bigger and bulkier. They cannot be

carried from one place to another easily. Moreover, television sets mostly run on electricity because of which they have to be put at a fixed place.

- Compared to television, a radio set is much cheaper. Today, a radio set can be bought for as low as seventy rupees while the cheapest television set comes for not less than three times that amount. Poorer section of the society can afford to buy a radio set.
- Television is an expensive medium. The cost involved in producing a television programme is much higher than that of a radio programme. This is because the technology and process involved in the production of a television programme is expensive, elaborate and complicated. Compared to television, radio is relatively cheaper per person reached and demands much less sophistication in programming and production. The technology required to produce a radio programme needs much less maintenance and it is within the capacity of developing countries to afford it.
- Production of a television programme is more time-consuming than production of a radio programme. A television programme requires shooting relevant images to complement the accompanying audio narration. But in a radio programme, images are created in the minds of the listeners with the help of sound only. As a result, it is easy for a radio programme to get 'on air' quickly
- Television is a glamorous medium. By the nature of the medium itself, the programmes made for television are more entertainment-oriented. Some critics believe the television programmes cater mostly to the affluent section of society since television in India still remains an urban phenomenon. Radio, on the other hand, because of its cheap cost, is a huge hit among the poor rural masses of the country. As a result, most of the radio programmes cater to the rural masses airing informational and instructional programmes mainly related to agriculture, family planning, health and hygiene etc. However, the scenario is changing. With the cost of television sets plummeting and the reach increasing, rural India is taking to television

in a big way. On the other hand radio in recent years has made a deep impact in the urban centers of the country, especially in FM mode.

- Because of the conversational nature of radio programmes, it is considered to be a more intimate and friendly medium. It addresses individuals. Television, on the other hand is more impersonal and it addresses groups of people.
- Radio broadcast can be localized to each community, so as to cover local events and thus appeal to local audiences. Television is a mass medium, and generally each network affiliate offers something for everyone-sports for men, soap operas for housewives and cartoons for children. That, however is changing, with content or audience specific channels being launched.
- One can listen to the radio while doing so many other things at the same time, like cooking, shaving, driving etc. It is not the same with either TV or newspaper. Television requires more attention on the part of the viewer. One has to look at the television screen to view the programme.



CHECK YOUR PROGRESS

Q.3 : Television is for entertainment while radio is for information. Elaborate.

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Q.4 : Television is the most persuasive medium. Why?

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ACTIVITY 8.3

a) Listen to All India Radio's news bulletin at 9 pm and also to Doordarshan's news telecast at 10 pm on the same day. What differences do you find in the mode of presentation, the language used, the order in which news stories are read? Which media do you think provides wider coverage?

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b) Watch Doordarshan (DD National) and any one private satellite channel and compare the programmes of the two channels.

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8.6 LET US SUM UP

In this unit you have been introduced to the basic concepts of audio-visual media. Let us quickly recapitulate these concepts.

- The term audio-visual media refer to works with both a sound and visual component.
- Radio is a medium which you can only hear, while with television you can hear as well as see. That is why radio is called an audio medium while television is known an audio-visual medium.
- Television has both its merits and demerits which mainly depend on how the medium is used.

- In today's context, television has wide reach and great impact on the lives of the people.



8.7 FURTHER READING

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2) Kumar, Keval J. (2006), *Mass Communication in India*. Mumbai : Jaico Publishing House.
3) Kundra, Shipra (2005). *Basic Audio Visual Media*. Anmol Publications Pvt. Ltd.
4) Menon, P. K. (2005), *Practical Journalism*. Jaipur : Aavishkar Publishers & Distributors.
5) Shrivastava, K. M. (2005), *Broadcast Journalism in 21st Century,* New Delhi : New Dawn Press.



8.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : Commercial television is a moneymaking business - it makes money by getting viewers to spend money on advertised products. Program popularity is critical because it means that more people will watch the commercials, and, as a result, more products will be sold. In a sense, TV programs are basically a means to get people to watch commercials. At the same time, in order to sell products, *needs* often have to be *created* in people's minds. Using advertising to try to convince us that owing the "right things" and maintaining the right image (including being slim, trim and beautiful), is, in the minds of the critics, *economic exploitation*

Ans. to Q. No. 2 : Television allows us to take momentarily an escape from our problems and experience the experiences of other people. We find programmes on entertainment and sports events. If the programmes are made well we enjoy them so much that we can

even allow ourselves to be momentarily lost in a beautiful fantasy world. Thus, our spirits can be lifted; and sometimes even hope and faith restored.

Ans. to Q. No. 3 : Television is a glamorous medium. By the nature of the medium itself, the programmes made for television are more entertainment-oriented. Television programmes cater mostly to the affluent section of society since television in India still remains an urban phenomenon. Radio on the other hand, because of its cheap cost, is a huge hit among the poor rural masses of the country. As a result most of radio programmes cater to the rural masses airing informational and instructional programmes mainly related to agriculture, family planning, health and hygiene etc. However, the scenario is changing. Radio in recent years has made a deep impact in the urban centres of the country, especially in FM mode.

Ans. to Q. No. 4 : Television is the most persuasive medium as it combines all the elements namely, sight, sound and motion. The visual experience of watching television is more dynamic and meaningful due to the movement and sound associated with it. That is why television has greater credibility and believability than other mass media like radio, which only has the element of sound.

8.9 MODEL QUESTIONS

A) Very Short Questions

Q.1 : What do you mean by the term 'audio-visual'? Give examples.

Q.2 : When was colour television introduced in India?

Q.3 : When was the communication satellite INSAT launched in India?

Q.4 : What is public service broadcaster?

Q.5 : What is a transponder?

Q.6 : Which is the first International Satellite channel to make its entry in Indian television?

B) Short Questions (Answer each question in about 150 words)

Q.1 : Do you think Television Rating Points act as a tool for judging the choice of the people and also the popularity of a particular channel? Given reasons in support of your answer.

Q.2 : According to you which medium has a better reach and accessibility in India-radio or television? Explain.

C) Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the important characteristics of the audio-visual medium.

Q.2 : Explain the basic difference between audio medium and audio-visual medium.

Q.3 : It is said that the invention of television has completely change the world as it is today. Do you agree with this statement and why?

Q.4 : Name three disadvantages and three advantages of Television.

Q.5 : What is the role of Television in a multilingual and multiracial country like India?

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Unit - 9 : WORLD HISTORY OF TELEVISION BROADCASTING

UNIT STRUCTURE

9.1 Learning Objectives

9.2 Introduction

9.3 Origin and development of television

9.4 Transmission of Television System

9.5 Broadcasting

9.6 Colour Television

9.7 Cable television

9.8 Television News

9.9 Digital Television

9.10 High Definition Television

9.11 Let Us Sum Up

9.12 Further Reading

9.13 Answers to Check Your Progress

9.14 Model Questions

9.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:-

- analyse the evolution of television
- know the pioneers of television inventors
- learn about television technology development
- understand the recent trends of Digital Television

9.2 INTRODUCTION

This unit we shall discuss about the overview of history of television, inventions, early technological development and new trend in the television industry around the globe.

9.3 ORIGIN AND DEVELOPMENT OF TELEVISION

Television has become one of the important parts of our everyday life. It is a general known fact that television not only provides the news and information but it also entertains us with its variety of programme series and shows. A majority soop of housewifves cannot think about spending her afternoon leisure time without daily soap operas or a concerned citizen without watching the prime time in news channel.

Television is been around more for than 150 years now. Earlier it was difficult to understand if the invention would change the communication process and mode of entertainment forever. Now, internet and satellite broadcasting had overall changed the broadcasting system which it had earlier. The medium is evolving and is adding to its new strata of broadcasting for the people around the globe.

Before it was just an idea to create a visual image and transmit through air waves. One discovery of television component led to other and ultimately the development of a pioneer technology, Television was made.In 1818, a Swedish Chemist Jons Jakob Berzelins discovered, 'selenium', a chemical element that has the capacity to carry electrical current and that depended upon the amount of light that stuck it. This phenomenon is called as photoconductivity. In 1875 Boston Civil Servant, George Carey put forward the drawings for a "selenium camera" that would enable people to "see by electricity"and made the first crude television system using these photoelectric cells. However, to run his apparatus a great number of wires, photoelectric cell and bulbs were required. Later, there were many initiatives taken by the scientist to develop the system. Then to simplify Carey's apparatus, in 1884 a German, Paul Nipkow invented what is known as Scanning Disk. This is the simplified television system where only one photoelectric cell and a lamp were needed that served as the foundation for experiments on the transmission of visual images for several decades. In this system, the disk is a large flat metal with series of small perforations which is arranged in a spiral pattern. When the disk rotates, the lights passes through the perforated holes separating the pictures into pinpoint of light

which are then transmitted as a series of electrical lines. Each rotation of the disk creates a television frame. In 1897, a German physicist Karl Ferdinand Braun invented the cathode ray tube (CRT)that effectively combined the main principles of electricity and that of camera.When the electron beams struck the florescent screen of the tube, it emits lights in the form of images. The two inventions of scanning disk and cathode ray tube were combined in the third discovery of primitive television system. Russian Scientist Boris Rosing in 1907 used CRT as the receiver and the focused electronic beams to display image in a geometric pattern onto the television screen. Boris also used the mechanical disk system as a camera for his television invention.

9.4 TRANSMISSION OF TELEVISION SYSTEM

There was the transmission of mechanical television system which was developed out of Nipkow's scan disk. In 1926, British inventor John Logie Baird pioneered the first crude television system where he had used mechanical disk. In this device the disk scans the moving images which is converted into electronic impulses and transmitted to the screen with the help of cable. The first television program was operated with ventriloquist dummies out of audience's sight which displayed low resolution pattern of light and dark images. After two years Baird extended his television system by transmitting the signal between London and New York.Later British Broadcasting Corporation (BBC) had also adopted his mechanical television system. Baird had converted his television into the commercial use where he could sell 10,000 sets. He had definitely able to bring his television system into the market;yet it had many flaws and limitations in technicality. Its total resolution of the television could hold only 240 lines, whereas the modern television now has 600 line of resolution. This means the image which it created had fuzzy appearance. Beside, the spinning disk limited the number of new pictures in per second which resulted in flickering effect. During the same time as Baird, an American inventor, Charles Jenkins was also developing mechanical television.

Philo T. Farnsworth and Vladimir Zworykin have started working on the first television camera, not knowing about each other or about the work that they had undertaken. Philo T. Farnsworth was born on 19th August, 1906 near Beaver Creek, Utah. Farnsworth belongs to a poor family and his father had hard time to get a proper job which led them to move Rigby, Idaho where they lived in a ranch. From childhood he was very keen to learn about electricity and the place he lived gave him ample scope to experiment by taking apart and putting back together the ranch's generator. Besides, his science teacher, Justin Tolman, helped him to learn all about science and technology. However, his learning was not restricted to what his teacher taught him about advance science but he also gathered knowledge from magazine articles to textbooks, and the knowledge he gained helped to spark his inventor's imagination. Farnsworth practiced what he learned from others about the inventions and functions of circuits and how electric devices work in radio, telephone and electric light system. This knowledge had helped him to work on the ideas for a television system on the blackboard. Mr. Tolman who was very inspired seeing the circuit drawing of television system. In summer 1926, Farnsworth persuaded a group of men from San Francisco who gave him money to set up his own laboratory and turn his ideas into real equipment. This was just the beginning of what he had invented. He had patented his idea of invention from the United States Patent Office in Washington, where he could protect his idea and helped him to earn some money.

Vladimir Zworykin, had worked in Russia and France before moving to America. He had worked as a scientist before getting a job at the Washington laboratory in the United States. It was during this time when his teacher wrote articles on how a camera might be made without using film and Philo Fransworth read these articles during his high school in Rigby, Idaho. Zworykin along with his teacher worked on the television system. Like Fransworth even Zworykin was trying to get patent for the television invention. Both tried to prove themselves for their design to get patent. During this conflict, Fransworth though remembered his design but had no sketch of it which he had drawn back in his school days. Mr. Tolman came down to

Washington to testify his design and with other evidence Fransworth was able to get his design patent first.

However, Fransworth could not earn much profit out of his invention. This is because during World War II the government had suspended the sale of television sets and his term of patents was almost over when the war ended. However, the advantage of electronic television was that it had better picture quality, no noise, compact size, and fewer visual limitations which made it superior to mechanical television.

9.5 BROADCASTING

In 1928, Federal Radio Commission had authorized Charles Jenkins to broadcast television programme. This programme was broadcasted through W3XK, an experimental station which gave coverage to the Maryland suburbs of Washington, DC. It broadcast images from the motion picture in the silhouette form consisting of 48 lines of resolutions. There were few more experimental stations which also broadcast programmes. Later in 1939 the NBC (National Broadcasting Company), subsidiary of RCA had become the first network to broadcast regular programme. In its first broadcasting, Franklin D. Roosevelt became the first president of United States to appear on television which broadcast on the programme of World's fair in New York. This was however broadcast to a handful of television sets in the New York City.Few weeks later, the first sports event was telecast when a New York station showed the Princeton-Columbia baseball game.As said in the initial stage it broadcasts to only 400 television sets which served 4000 to 8000 people in New York City. The size of the television set at that time came with 5, 9 or 12 inches which is only the fraction of what we have in modern television sets.These were the regular broadcasting in the United States while in Germany broadcasting began as a non experimental national television service in 1935 and England's British Broadcasting Corporation (BBC) began broadcasting the following year.

Prior to World War II, the sales of television were not very productive due to the threat of war, high cost of television sets and limited number of

programmes that was offered. Many unsold television had to be stored back and when the war ended the sales of television resumed.

In 1930s, Columbia Broadcast System, a rival of RCA Radio also started to provide regular programmes. Hence, the Federal Communication Commission had outlined a single technical standard so that viewers are able to watch the programmes without changing the television set for two different networks. Besides, there were other recommendations which include the 525 line system and an image rate of 30 frames per second and that all US television should operate using analogue signals. During World War II there was more concentration on military electronic equipments for which many companies including RCA and General Electric had diverted their production from television broadcasting. The war had also reduced the broadcasting to only 4 hours per week or sometimes went off altogether. In 1946, there was a rise of sale of television sets again, and network television began to provide programming. During this time, here were only ten licensed television stations in the country. However, radio was already the dominant broadcast medium, it almost reached thirty-four million homes, but once television was well established in the market, radio experienced a mass exodus of its audience.

9.6 COLOR TELEVISION

In 1928, John Logie Baird demonstrated the colour television system where he had used the Nipkow's Scanning Disk with three spirals representing red, green and blue colour. In 1940 Hungarian Engineer, Peter Goldmark had used Baird's design to further develop the mechanical colour television. This colour television did not pull the market instantly; it took more than a decade to become popular among the audience. At the time of World War II, the National Television System Committee (NTSC) in accordance with FFC approval had initiated to develop electronic colour system that would compatible with black and white set. Then in 1953, a year later NBC had broadcast its first colour transmission of Tournament of Roses Parade. The sales of television had outnumbered in the year 1972.

Production of numbers of television system had increased to a great extent in 1950s.The main reason was the substantial lower cost of purchasing television set. In 1945, there were 10,000 sets in United States, which after five years it increased to 6 million and more than 60 millions in 1960. The programme formats of early broadcasting were based on radio shows. It was dull and static as the news presenter would read the news as they do in radio programme. Beside, some of the earliest entertainment programming on television came directly from radio, such as *Amos 'n' Andy, The Adventures of Superman, The Lone Ranger*, and a number of soap operas. For the news footage, the network would depend on the newsreel company. The 1950s were considered to be the "golden age" of television and there were certain changes over the programmes pattern which had appeared during this period. They had included programmes which were borrowed from the theatres to develop dramatic presentations such as *Playhouse 90* (1956) and *The U.S. Steel Hour* (1953) and the news had good quality contents that was based on daily news coverage.The live broadcasting of programmes also became popular during the golden age. *I Love Lucy* was produced with a new technique as there were three camera setup which reduced the interruptions and retakes of scene. The programme re-telecasted the filmed episodes and sold into syndication for extended profits. The network broadcaster continues using this kind of production techniques and others.

The programmes which were broadcast in a network ware sponsored by a single company or organization. In this way there was control over the programme contents by the sponsors. Later, the broadcaster started increasing their programme duration from 15 minutes to 30 or more, the networks also increased the advertising cost of sponsored programmes. It prohibited for a single autonomy of a sponsored and thereby many other sponsors and advertisers started paying for the programmes.*Today show, The Tonight Show* and variety Music Shows of early 1950s had pulled many crowds.The programmes featured multiple segments which ran for several hours. They were broadcast on daily basis which increased advertising

costs and due to which the networks also started to sell spot advertisements for 30 to 60 seconds in between the show.

The networks started to broadcast programmes genre of Radio quiz shows. In between 1957-58, it got popular and the networks introduced 22 quiz shows because of cost-effectiveness. This kind of programme helped the sponsors to have their names displayed on the set throughout the show. However, by 1959 ended the prime time quiz shows for 40 years due to controversial issues, untill it was revived by ABC (American Broadcast Company) in 1999. In between 1960s to 1970s, medical and police related content became a hit among the audience. The science fiction programmes and fantasy genre such as *Star Trek* had a good number of viewers. The audience for television started diminishing as cable television and recorded home video came into the scene.

9.7 CABLE TELEVISION

Cable television was formally known as Community Antenna Television. In remote and mountainous region of Oregon, Pennsylvania and Arkansas there was poor receptive quality of television signals. To meet this requirement, the people of this region started cable television in 1940s. The cable towers were installed in higher location which was connected to homes to receive the broadcast signals. This system was further developed in 1950s with microwave to connect from distant cities. The capability to bring signals from far flung areas added advantages for the cable operators to concentrate more on extensive programmes for consumers rather than focusing of local community services. More channels were offered in rural areas as operations started to import programmes from independent channel of New York and Philadelphia. The good receptive quality and varied number of channels also attracted the urban audiences and at the end ‘of 1962, there were 800 cable systems serving the people of the region. Federal Communication Commission (FCC) on demand from the local broadcaster and television stations had restricted the cable operator to import program from distant stations. This had evaded the cable operator to grow and

develop in the market. After 1970s, when the restrictions gradually decreased, the cable operators brought in the evolution into the cable industry.In 1972 cable pay service was introduced by Home Box Office (HBO). To access the cable television show and video on demand, the customers had to pay for the subscription fee. Later, HBO had used the satellite to make the network accessible in the entire United States. Another television network, Fox Broadcast Network was launched in 1986 and by 1990 it produced successful programmes such as *Beverly Hills 90210* and *Simpsons* which targeted the young audiences.By this time, many earlier programmes almost disappeared but few prime time programmes were however maintained such as sitcom, dramas and reality shows. In 1990s there was an increased competition among broadcasters like the United Paramount Network (UPN), the Warner Bros. Network (debuted in January 1995) and Paxson Communications' PAX-TV (debuted in 1998).

In 1990s the cable operator also initiated the technology advancement to upgrade the system by building higher capacity hybrid networks of fiber optic and coaxial cable. This system was far better and advanced to provide multichannel networks and other services such as internet, telephone, digital video service.

9.8 TELEVISION NEWS

The first television news was broadcast during World War II. The Newscaster, Edward R. Murrow was known as the "newsman's newsman" for his news coverage of Europe on CBS Radio. Later he with his colleagues joined television in the 1950s. Murrow's *See It Now* was one of the forerunner of many magazine shows that appear on television. He was also known for exposing the Joseph McCarthy, the Wisconsin senator who falsely accused many people of having Communist sympathies. Besides, he hosted many shows like *Pearson to Pearson* which featured celebrity interviews.

The television news gave live coverage of mourning of the nation when President Kennedy was assassinated. This had brought in new age of news reporting where people no longer relied only on newspapers for news and information. Television news further matured with the war related news which

became part of news broadcasting. An tiwar demonstrations and the civil rights movement also gained wide exposure through the medium of television.In 1969, people glued to the television as live pictures were beamed back from the surface of the moon. News coverage on Watergate hearing became so popular that every individual was familiar with the story. Satellite technology started providing live news by the networks in 1980s from around the world. In 1990s, satellite technology allowed live coverage of missile attacks and fighting during the Gulf War. Internet television or online television is the next extension of television upgradation. It is the alternative for viewers to typical broadcast. Most of news network used internet to provide news items to the world. The pioneer group was Hulu, a division of NBC which distributed their own news material over the internet.

9.9 DIGITAL TELEVISION

Early television set received analogue signals consisting of radio wave. There were different methods to receive the signals into the television system. They are airwave, cable wire and satellite transmission. Signal transferred through analogue system had poor quality pictures that had static and distortion.As the television grew bigger, the resolution of the picture started to degrade. Upon the recommendation of the cable industry the FCC had created a committee to study the durability and impact of switching the television system into the digital.The Advisory Committee on Television Service had initiated for testing of both the television systems, analogue and digital in 1987. Upon the analysis of the findings, in 2009, the committee agreed to switch the television system from analogue to digital technology. In digital, the signal is converted into binary code with less frequency space and higher picture quality. However, few issues arose due to the acceptance of digital technology. The broadcaster had received transition period to send the programmes signals to both analogue and digital channel. Even after the switching was done many analogue televisions were not able to receive the digital signals without the aid of cable, the satellite service or the converter. To overcome these issues, the Federal Government offered $40

gift card to acquire the digital converter for the analogue television and the old analogue broadcast spectrum was set for auction to regain the costs.

CHECK YOUR PROGRESS



Q.1:How does the scan disk function?

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Q.2:What was the impact of switching the television system into the digital?

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Q.3: Who invented the cathode ray tube (CRT)?

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ACTIVITY 9.1

1. Students are to choose any one television network and study the various genre of programmes telecast in an effort to learn and understand about the way in which it attracts an audience and advertisers.

9.10 HIGH DEFINITION TELEVISION

While the US government was on the verge of reviewing both the analogue and digital technology, Japan was more advanced in bringing out system that has far better technology to create crystal clear pictures in wide screen format known as the High Definition Television (HDTV). The picture resolution gives five times as many pixels per frame which is much higher than the standard television system. In its initial stage of production in 1998,the cost of the HDTV was too high which was not possible to purchase by all. After a couple of years, the cost of the television went down making HDTV affordable and by 2010 nearly half of the American citizens were watching television on this new technology. This new technology had also increased the duration of television watching. Nielson Company in their measuring analysis on audience viewership concluded that the households with HDTV watched 3 percent more primetime television. The company also found that the cinematic experience of HDTV was bringing families together, where individuals tend to watch television alone on smaller screens. However this pattern of viewership has changed to an extent due to the development of Internet and the availability of different televesion programmes online.



9.11 LETS SUM UP

Let us summarise some of the important points of this unit in the following way-

- Photo conductivity is a phenomenon when a chemical element called selenium could be able to carry the amount of electrical current depending on the amount of light that struck it.

- In 1884 a German named as Paul Nipkow invented what is known as scanning disk.
- John Logie Baird, British inventor pioneered the first crude television system in 1926 by using a mechanical disk.
- Franklin D. Roosevelt became the first president of the United States to appear on television which was broadcast on the World's fair in New York.
- Edward R. Murrow was known as the "newsman's newsman" for his news coverage of Europe on CBS Radio.
- John Logie Baird invented a television system which could hold only 240 lines in comparison of today's television of more than 600 line of resolution.
- Karl Ferdinand Braun a German physicist invented the cathode ray tube (CRT) that effectively combined the main principles of electricity and that of camera.
- *Playhouse 90* (1956) and *The U.S. Steel Hour* (1953) are the programmes where contents were borrowed from the theatres to develop it into a dramatic presentations.
- In 1999, American Broadcast Company revived the prime time quiz show which was dead for 40 years.



9.12 FURTHER READING

1. Bognar, Desi K., (2000), *International Dictionary of Broadcasting and Film.* Boston: Focal Press.
2. Fiske, John; Hartley, John (2003), 'Reading Television'. London : Routledge, .
3. Owen, C.H.. (1962), Television Broadcasting', IEEE.
4. Smith, Anthony; Paterson, Richard, (1998), 'Televidion'. New York : Oxford University Press.



9.13 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q.No. 1: The disk scans the moving images which is converted into electronic impulses and transmitted to the screen with the help of cable. The programme was operated with ventriloquist dummies which displayed low resolution pattern of light and dark images.

Answer to Q.No. 2: The Advisory Committee on Television Service had begun the testing of analogue and digital television in 1987. The study found that the digital television had better and improved receptive quality. The signals in digital format gets converted to binary code which takes less frequency space and produce higher picture quality.

Answer to Q.No. 3: Karl Ferdinand Braun invented the Cathode Ray Tube.

9.14 MODEL QUESTIONS

A. Very short questions

Q1. Who pioneered the first crude television?

Q2. Who authorized Charles Jenkins to broadcast television programme in 1928?

Q3. What do you mean by photoconductivity?

B. Short Questions (Answer each question in about 150 words)

Q1. What were the flaws and limitations in earlier television systems?

Q2. How does World War II hamper the sales and production of television systems?

Q3. Briefly explain the evolution of cable network.

C. Long Questions (Answer each question in about 300-500 words)

Q1. Elaborate the development of television technology and programmes during the Golden Age of Television System.

Q2. Explain how Philo T. Farnnsworth had struggled to get his invention patented.

UNIT 10: PUBLIC AND PRIVATE BROADCASTING

UNIT STRUCTURE

10.1 Learning Objectives

10.2 Introduction

10.3 Organisational Structure of Doordarshan

10.4 DD Programme Production

10.5 Programme & News Production of Doordarshan

10.6 Development Communication Division of Doordarshan

10.7 Performance Appraisal of DD Staff

10.8 Brief History of Doordarshan in Assam

10.9 Private Television *(Satellite Channel)*

10.10 Cable Television

10.11 Let Us Sum Up

10.12 Further Reading

10.13 Answers to Check Your Progress

10.14 Model Questions

10.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- discuss the organisational structure of Doordarshan in India
- identify different kinds of Doordarshan programmes
- explain the stages of Doordarshan Productions
- outline the history of Private Television in India
- discuss the history of Cable TV service in India
- analyse the history of Doordarshan in Assam.

10.2 INTRODUCTION

Television is a very powerful as well as glamorous media. This unit will give you an insight into the nature of an audio-visual media, its history and growth and basic understanding to India's Public Broadcasting system. The unit will also reflect on different types of Doordarshan Programmes

with special reference to news and current affairs programmes. We will also discuss how DD programme production takes place and also highlight the features of television programme and its productions. This particular unit will also focus on cable and private TV channels.

Now, let us begin with an introduction to Doordarshan media.

We are all familiar with DD programmes which act as a tool for news & programmes with special emphasis towards development & human oriented issues and education, sports, women based issues, agriculture, science & technology, environment, entertainment etc. Doordarshan not only presents audio-visual images but also respond to viewers reactions on various issues. Doordarshan's news, programme & entertainment slots are meant for national unity & integrity presented with colour, sound & motion which make it more creditable than other forms of media. Doordarshan has large & heterogeneous viewers belonging to diverse age, groups, culture & religion. Doordarshan has its potentiality to present any issue or affair in an impartial way.

Doordarshan came into existence on 23rd November, 1997 to inform, educate & entertain public and to ensure a balanced & fair development of Broadcasting as laid down under section 4(1)(b)(i) of the Prasar Bharati Act *(Broadcasting Corporation of India).*It main objective was to uphold national unity, integrity & constitutional values of India, meant for promoting citizens right & interest as well as to create an atmosphere in solving women issues, to protect children's right and help in serving aged people. Doordarshan also helps in suggesting ways to solve issues related to vulnerable sections of the society through its different programmes.

10.3 ORGANISATIONAL STRUCTURE OF DOORDARSHAN

Doordarshan, as a public service brodcaster in India, is meant for paying attention to the issues of education, literacy, rural development, agriculture, environment, health, family welfare, science & technology, diverse culture, sports & games, youth welfare etc., .It is also responsible

for expanding its broadcast facilities & promoting research & development in the field of broadcast technology.

Here, Director General is responsible for overall administration of DD Network as it has different sections of programmes, News, Engineering, Finance & Administration at national & regional level. Moreover it has channels like DD National, DD News, DD Sports, DD Bharati, DD Gyan Darshan, DD Lok Sabha, DD Rajya Sabha etc.

DD's programme section deals with all aspects relating to programmes, concept, production & procurement at local, regional & national level. Same way, news sections produce news bulletins & current affairs programmes while Engineering Section deal with hardware requirements, studio, space & transmitters. DD finance section is closely related to administration of the concerned stations. Administration section includes general administration, personal management, budget & plan coordination.

DUTIES & RESPONSIBILITIES : Duties attached to various posts in DDKs are under Director of a station in conformity with Director of a DDK station. The Director directs, supervises, advises & guides working of the kendra in all aspects and responsible for final approval to the selection and engagaments of casual staff. The director maintains close liaisons with various heads of state govt. departments & official and also attends at invited meetings & programmes of the state govt. as well as maintains close relations with press & public. He is assisted by his deputies and transmission executive (Duty officer), Production Assistants, video executives, graded cameramen, floor manager, sound designer, sound recordist, video editor, lighting assistants, graphic assistants, carpenter, property assistants, make-up artist, floor assistants tailors etc. A Doordarshan station has its own audience research & marketing sections with categorised assistants.

DDK's Engineering Section is controlled by a supporting Engineer who is responsible for smooth forcasting of all works that falls under the section. He/she is administered by Station Engineers., Assistant Engineer, Technial Directors, Transmitter Engineers, MSR Engineers, Sr. Engineering Assistant & Engineering Asstts.

Sr. Administrative officer who looks after administration section is

assisted by sectional officer, clerks, accountants, cashiers etc.

A DDK further functions with the assistance of store keepers, librarians, security personnels, film projectionist, technicians, helpers, drivers, stenographers, telephone attendants, character generator operators, receptionists, attendants, peons, sorter, sweeper, etc.,

Prasar Bharati is the apex body of Doordarshan. Doordarshan functions under the aegis of the Ministry of Information and Broadcasting.

Organaisational structure of Doordarshan can be analysed with the help of the following chart–

Directorate General

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Eng.-in-chief

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Director General (News)

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Additional Director General (Admin. & finance)

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Additional Director General (Programme)

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Additional Director General (Engineering)

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Chief Vigilance Officer

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Deputy Director General (Administration)

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Deputy Director General (Finance)

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Deputy Director General (Commercial, Sales & IR)

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Deputy Director General (Security)

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Deputy Director General (Programme)

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Deputy Director General (Engineering)



CHECK YOUR PROGRESS

Q.1 : Is Doordarshan a public or private service broadcaster in India?

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Q.2 : What are the issues that are gnerally covered by Doordarshan?

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Q.3 : What does the programme section of Doordarshan deal with?

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Q.4 : Which is the apex body of Doordarshan?

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10.4 DD PROGRAMME PRODUCTION

Doordarshan being a central sector mass media, is utilized to produce & transmit programmes covering a wide spectrum of issues with special emphasis on agriculture, health, family welfare, education, literacy, environment, forest protection & protection of social values as well as ethnic cultures.

Hence, creating an atmosphere of public awareness and welfare of people became a major factor for production of programmes for Doordarshan. Thus programme producer of DD must keep in mind that he/she must inform people freely about the subject of his/her production and that should be true & objective towards the greater interest of common people. Special emphasis must also be given on presentation because it must be impartial and of national & public interest. There should be proper coverage of various regions diverse cultures & languages. Adequate coverage should be given to youth affairs, sports & games.

So, in such official & non-official productions, one has to give special attention on **Pre-Production, Production & Post-Production** stages for a perfect DD programme. It is to be kept in mind that in pre production stage, the producer must give attention on how script is written and for whom the production is made, how the research is done, how planning for production is done. Again in production stage a DD producer must give personal attention for selection of shooting location whether it is outdoor or indoor, quality of recording. In post production stage the producer must give his attention towards the issues of proper editing, voice over quality, titling & duplicating factor etc.

10.5 PROGRAMME AND NEWS PRODUCTION

Floor Management : In any Television production, floor management is a vital factor for better coordination and commnication between PCR *(Production Control Room)* and the studio floor.

Floor Manager is the producer's contact man at the floor. He/she remains incharge of studio floor for recording & live transmissions. The floor manager listens to the instructions of the producers with a pair of headphones and talks back to producer over studio mikes or by standardised gesture in front of the camera. His/her function is not just to see the talents, but also to stop floor actions in case of any loopholes. Floor manager should be involved in production plan meeting so that he/she can understand the programme format, performers, scenic design, graphics, camera and other

technical formalities. These factors help him/her during the time of rehearsals.

The floor manager should write necessary production reports in log book and attend post programme meetings.

DD NEWS : Doordarshan News is the first & the only terrestial news channel in the country. DD news gives extensive coverage to all important news events both national and global. The website of DD News, www.ddinews.gov.in keps on updating news/stories throughout the day.

DD Kendras in North-East are dedicated with SNG for News feeds facilities.

Joint Director(JD) or Head of regional News unit supervises the News bulletins and current affairs of a DD Kendra. He/she delegates duties to News Editor who assigns duties of News coverage to stringers or casual reporters, casual staff. Joint Director keeps in touch with concerned state governments and public as well as private establishments.

He also represents DG(News) as a part of duty. A news unit is assisted by Asstt. News Editor who selects news for news bulletins, drafts and prepares News for State scan etc. & also works as assigned by JD(News). The unit is closely assisted by all other sections including camera, video-editing, tap library & other staff members of the Engineering section as per the demands of the work.

10.6 DEVELOPMEMNT COMMUNICATION DIVISION OF DOORDARSHAN

Doordarshan has a Development Communication Division to dicharge its duty of social responsibility for highlighting development oriented issue and to cater to the communication needs of govt. departments & public sector undertakings.

The concept helps in generating revenue from govt. partners including different ministries & public sector units. The division has already started helping in marketing and production capabilities. It has also given necessary help in resistalisation of home production & in-house production acvities.

The division established on 31st March, 2001, has attained a jump of over 50% incease in revenue earning. It has produced various programmes on health, education, rural development, tribal welfare affairs, environment development, forest development, conservation of nature & natural wealth etc.

Further, Doordarshan with it's control commissioning unit under it's project for production of archival value titled INDIAN CLASSICS, has started producing programmes in regional languages since 2003-2004.



CHECK YOUR PROGRESS

Q.5 : What is the role of a floor manager in news production of Doordarshan?

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Q.6 : Which is the first and the only terrestial news channel in the country?

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Q.7 : Who supervises the News Bulletin and current affairs of a DD News Kendra?

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Q.8 : When was the Development Communication Division of Doordarshan established?

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10.7 PERFORMANCE APPRAISAL OF DD STAFF

In an attempt to improve employee morale & benefits, Doordarshan follows a particular system of annual performance appraisal under which employees are asked to do self -assessment in a specified format defining his/her job description, critical deliveries & professional training & educational benefits. This helps him/her in obtaining legal protection also. The assessments are later evaluated by superiors/in-charge which helps in the promotion of the employees as well as other benefits. A performance appraisal helps in understanding employees self perception about his/her job.



LPT : Low Power Trsnsmitter.

HPT : High Power Transmitter.

Moreover, Doordarshan has it's own system of audience research which helps not only in understanding the result of a particular telecast but also helps in assessing & improving one's performance in a programme. The programme meetings analyse performances and suggest necessary improvement to concerned sections.

10.8 BRIEF HISTORY OF DOORDARSHAN IN ASSAM

Doordarshan Kendra ,Guwahati made its modest beginning in 1982, The year 9th Asian Games in New Delhi made far reaching impact on the social & economic lives in Guwahati. The Asian Games were relayed from a temporary arrangement at AIR Guwahati with **LPT** status. Later it was upgraded to **HPT** on 21st January 1985 with 10 KW capacity covering an

area of about 90 to 120 kms. At the initial stage, the kendra transmitted programmes from a rented make shift studio at MMC hospital block, Panbazar, Guwahati. On 7th February 1992 DDK, Guwahati was shifted to its present area at R.G.B. Road, Guwahati & now it is connected to the entire country through INSAT-4B.

DDK, Guwahati with recording & telecasting facilities at Panbazar studio went on action in 1985. It was 24th march of the same year when regional news in Assames was telecast. Pratap Bordoloi was the first News presenter while the Kendra's first announcer was Pallavi Thakuria. First programme producer was Sankar Das. First Assamese film that was telecast was Taramai and name of the first Assames serial was Jibanar Batat. Assamese News chunk BATORI was introduced in morning transmission from its permanant studio on 19th December 1992. All LPTs located in the state was linked to regional service in Guwahati on 1st May 1993. The kendra could uplink its service from Guwahati on 15th August 1994. With its extended facilities like induction of external satellite service from 14th March 1995, North-East News started to telecast News in English from 1st March 1997.

The North-East Service of PPC (NE) i.e. programme production centre of North-East covers all eight states namely Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim & Tripura. As per the latest data, the North-East Service has 12 studios & 125 transmitters. The region also has 12 kendra services through satellite and broadcasts programmes in Assamese, English & other languages and dialects. Programmes are produced at DD Kendras at Guwahati, Agartala, Kohima, Imphal, Silchar, Dibrugarh, Tura, Aizwal, Shillong, Itanagar & Gangtok.

DDK Guwahati, the major station of DD in North-East, has its main studio with an area of 375 sq. mts. The studios are equipped with KCK 40 cameras, modern lighting facilities, manual & motorised batteries, chromatic effect facility with colour filters.

The studio has a 50 sq. mts. continuity studio which is used as presentation studio for transmission, equipped with 2 MP3 cameras & grid fixed lighting facility.

Telecine : The term telecine refers both to a film-to-tape transferring machine as well as the process by which film is transferred to tape.

VTR : Video Tape Recorder is a tape recorder deisgned to record video material on magetic tape.

The studio with PCR is equipped with 16 input versatile mixer of CD 680 type with different effects. It has also 12 channel webel down type audio mixer with individual audio mixer & 12 meltron type console tape recorder & one turn table for audio playback.

The MSR (Master Switching Room) has the facility for transmission, OB, uplinking & recording.

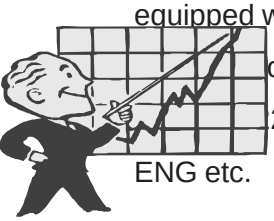
The studio has **Telecine** chains for 35 mm & 16 mm films. It has also **VTR**, used for recording & transmission as well as separate rooms.

The AC plant is equipped with four 75 tonnes centrally air conditioned plants with 6 air handling units.

The studio has an inhouse substation with transformer & power supply distribution facilities.

The studio is linked with microwave tower, used for microwave linked studio transmission as well as to establish link for OB coverage within city.

The ENG has camera units of all bands. DDK Guwahati centre is equipped with OB van and EFP van facilities. It has high power transmitter one transposer to cover shadow areas. The PPC (NE) has got a 25 sq. mts. with PCR, Telecine, VTR, preview facility, AC plant, ENG etc.



CHECK YOUR PROGRESS

Q.9 : Name the first film and serial that was telecast on DD Guwahati.

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Q.10 : When did north-east news start telecasting news in English?

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10.9 PRIVATE SATELLITE TV CHANNEL

DD Guwahati's success inspired private sector to launch private TV channels in Assam. The first 24 hours private TV channel came into force on 16th March 2003 in Guwahati namely NE TV. The channel introduced multilingual News channel. Focus NE is presently owned by positive Television Pvt. limited. Its sister channels are Focus Hi-Fi and Focus Bangla. The channel also telecasts entertainment programmes. Meanwhile the channel as of now has got tough competition from other local news channels like News Live, DY365, News Time Assam & Prag News.

News Live was launched on 21st January, 2008 and is owned by Pride east Entertainment Pvt. limited. Though the 24hrs channel is based on news & current affairs, it also telecasts few infotainment programmes. Rang & Ramdhenu are its sister channels.

DY365 was launched on October 30, 2008 and is owned by Brahmaputra Tele Production Pvt. ltd. It is a 24 hrs private TV channel.

News Time Assam was launched by Brandvalue Communications, Kolkata in Guwahati. The 24 hrs channel was launched on 25th Dec. 2010.

Prag TV channel is an indigenous cable TV channel of Guwahati launched on 4th March, 2001. Prag News Channel has its sister channels like Prag Cinema, Prag Channel, Prag Yellow Page & Rengoni. The 24x7 news channel is currently available in few DTH services.

Among the other TV channels in Assam, Guwahati based Prime News TV channel was launched on 28th May, 2011 and as of now it is off air. Another pvt. TV channel Frontier TV, a multilingual 24x7 News & Current affairs channel was launched on 1st March, 2011 with limited reach & access.

However, in spite of having a huge TV industry in India, Assam still lags for behind. The county has many private TV channels in regional languages. Zee TV was the leader of private channels in India. Then came Asianet, ETV & Sun TV. These were all satellite channels. Thus, foreign

channels like CNN, STAR TV became popular. With time, India was dominated by private channels in terms of OVER THE AIR ,FREE TO AIR, DTH, CABLE TELEVISION & IPTV.

Over the AIR or FREE TO AIR TV channels are free with no monthly payments while cable TV, DTH & IPTV charges monthly payments. Free to Air TV is governed through Prasar Bharati Corporation with DD channels.

1991 economic reforms in India allowed operation of Cable television which made the entry of foreign players like Star TV Network, MTV and others easy.

Zee TV, the first privately owned Indian TV channel initially was available over cable. The channel was launched on 2nd October 1992 owned by Zee entertainment Enterprises of Essel Group. It has around 40 sister channels like Zee Cinema, Zee Action, Zee Premier, Zee Classic, Ten Sports, Zee Smile, Zee Next etc. It is available on most of the cable services and satellite system. The channel was founded by Subhash Chandra.

In India, many channels are run by either politician or businessmen depending on advertisement revenues. There are about 800 private TV channels in India and several channels are in pipeline. About 90 foreign TV channels are now doing business in india.

When we speak about private TV channels, one must keep in mind that a 24x7 channel means News & Programme contents must be continously updated. Television is now a competitive mass medium, viewer takes a second only to switch to another channel. Mass audience is getting fragmented into groups. So TV media professionals need to constantly update themselves about who they are targetting, need to analyse News & Programmes with a motive to examine for whom it is presented, why it is presented and how it is presented.

10.10 CABLE TELEVISION

Cable television, formerly known as CATV or Community Antenna Television was launched in the mountains of Pennsylvania in 1948. During that time there were few TV stations, located mostly in Philadelphia. Rural

& Non Urban people could not view TV programmes as signals were not available in such locations & John Walson, an appliance store owner in the small town of Mahanoy City, had difficulty in selling TV sets. Signals could not pass through the mountains and clear picture was not at all available. Port Walson was able to solve his problem by putting an antenna on top of a large pole, in a nearby mountain, with twin lead antenna wire down to his store. Walson's sale soared as signals were received in such localities. To improve picture quality he used coaxial cable and self manufactured boosters. Thus apartment house owners began using TV antennas and roofs of the appliance stores became forests of TV antennas. Later, Jerrold Shapp, Governor of Pennsylvania developed a system of Master antenna. Simultaneously in a neighbouring town, Lansford with same problem, followed Shapps' system and was successful in providing signals to his customers with coaxiale cable and signal boosters, capable of carrying multiple signals.

Thus cable television spread quickly throughout the country. For many years, cable system remained as community antenna but with development of Pay TV, launched in November 1972 when HBO i.e. Home Box Office over cable systems, became world's largest pay cable service with about 12 crore viewers and cable service became more & more popular. Thus in course of time, HBO became first programming service to use satellite. The foresight of HBO to deliver their signal via satellite, cable television today provides varieties of programmes to the cross section of people around the globe.

In India with govt's telecom policy of 1999, cable Television Networks rules of 1994 and National Security Act of 1980, foreign television Networks via satellite were made available in India.

Thus under Prasar Bharati Act 1990, Broadcasting corporation of India holds it's primary duty to organise & conduct services for information, education and entertain viewers and to ensure balanced development of broadcasting on TV & Radio.

Again, the India Telegraph Act, 1985 covers any means of appliances, instrument, material or apparatus used for transmission or reception of

signals, images, sounds, writings by way of wire, visual, electromagnetic emmissions, radio waves etc.

According to lates statistics, there are over 823 channels of which 184 are pay channels in India, The country had the impetus of cable TV's growth in 1990 with the advert of gulf war when CNN started beaming News reports of bombing of Kuwait. With the launching of Star TV & Zee TV, cable TV business became lucrative and attracted more individuals to the industry.

Latest statistics, shows that more than 25 million households in the country have access to cable television.

Assam cable communication is the first ever digital cable TV in North-East to bring a revolution in the region. The system brings in 250 plus satellite channels, 10 FM channels & more than 10 local channels to the homes of subscribers in the region.

Effect of Satellite and Cable Television : The major effect of the mushroom growth of cable and satellite television has been on the advertising revenue earned by Doordarshan and the print media. The effects of satellite television on other forms of mass media such as cinema, radio and recorded music has been pretty impressive. The 'privatisation of FM radio' in the metros is definitely a fallout of the widespread access to satellite and cable television and an attempt to combat the popularity of the satellite channels. Satellie and cable television have also made deep impact on the working of the press. With round the clock news on different news channels, Indian newspapers find that their news reports cannot match the immediacy of satellite networks which present 'news as it happens'. As such most of the media organisations have come up with their online portals and some media houses even have online newspapers where news from round the world is updated every second.

Satellite television has had some influence on the socio-cultural environment of the urban and rural groups. The operas, sitcoms, talk shows and game shows often deal with subjects/themes that are relevant to the Indian society.



CHECK YOUR PROGRESS

Q.11 : Name the first 24 hours private TV channel of Assam.

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Q.12 : When was News Live launched?

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Q.13 : Which is the first ever digital cable TV in North-East?

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10.11 LET US SUM UP

- Director General is responsible for overall administration of DD Network as it has different sections of programmes, News, Engineering,Finance & Administration at national & regional level.
- DDK's Engineering Section is controlled by a supporting Engineer who is responsible for smooth functioning of all works that fall under the section.
- Prasar Bharati is the apex body of Doordarshan.
- In any Television production, floor management is a vital factor for better coordination and communication between PCR *(Production*

Control Room) and the studio floor.Floor Management is the producer's contact man at the floor.

- Doordarshan News is the first & the only terrestrial news channel in the country.
- Joint Director or Head of regional News unit supervises the News bulletins and current affairs of a Doordarshan Kendra.
- Doordarshan has a Development Communication Division to dicharge its duty of social responsibility for highlighting development oriented issues and to cater to the communication needs of government departments & public sector undertakings.
- The North-East Service of PPC (NE) i.e. programme production centre of North-East covers eight states.
- NE TV is the first 24 hours private TV channel that came into force on 16th March 2003 in Guwahati.
- News Live was launched on 21st January, 2008 and is owned by Pride East Entertainment Pvt. limited.
- Prag TV channel is an indigenous cable TV channel of Guwahati that was launched on 4th March, 2001.
- Zee TV, the first privately owned Indian TV channel was launched on 2nd October 1992 and is owned by Zee Entertainment Enterprises of Essel Group.
- Cable television, formerly known as CATV or community Antenna Television was launched in the mountains of Pennsylvania in 1948.
- India Telegraph Act 1985 covers any means of appliance, instrument, material or apparatus used for transmission or reception of signals, images, sounds, writings by any nature of wire, visual, electromagnetic emmissions, radio waves etc.
- Assam cable communication is the first ever digital cable TV in North-East to bring a revolution in the region.



10.12 FURTHER READING

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2) Datta, Amal (2007) *Effects of Television and the Viewers*. Mittal Publications.
3) Ghose, Bhaskar (2005), *Doordarshan Days*. New Delhi : Penguin Books India Pvt. Ltd..
4) McDowell, Walter S. (2006), *Broadcast Television : A Complete Guide to the Industry*. New York : Peter Lang Publishing.
5) Mehta, D. S. (2009). *Mass Communication and Journalism in India*. New Delhi : Allied Publishers Private Limited, .
6) Rani, N. Usha (2006), *Educational Television in India : Challeneges and Issues*. New Delhi : Discovery Publishing House.



10.12 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : Public Service Broadcaster.

Ans. to Q. No. 2 : Doordarshan, as a public service brodcaster in India, is meant for paying attention to the issues of education, literacy, rural development, agriculture, environment, health, family welfare, science & technology, diverse culture, sports & games, youth welfare etc., also responsible for expanding its broadcast facilities & promoting research & development in broadcast technology.

Ans. to Q. No. 3 : The programme section of Doordarshan deals with all aspects relating to programmes concept, production & procurement at local, regional & national level.

Ans. to Q. No. 4 : Prasar Bharati

Ans. to Q. No. 5 : In any Television production, floor management is a vital factor for better coordination and communication between PCR

(Production Control Room) and the studio floor.The floor manager remains incharge of studio floor for recording & live transmissions. The floor manager listens to the instructions of the producers with a pair of headphones and talk back to the producer over studio mikes or by standardised gesture in front of the camera. His/her function is not just to see the talents, but to also put a stop to floor actions in case of any loopholes. Floor manager should be involved in production plan meeting so that he/she can understand the programme format, performers, scenic design, graphics, camera and other technical formalities. These factors helps him/her at the time of rehearsals.

Ans. to Q. No. 6 : Doordarshan News is the first & the only terrestrial news channel in the country.

Ans. to Q. No. 7 : Joint Director or Head of regional News unit supervises the News bulletins and current affairs of a DD Kendra.

Ans. to Q. No. 8 : The Development Communication Division of Doordarshan was established on 31st March, 2001.

Ans. to Q. No. 9 : The first Assamese film and serial that was telecast on DD Guwahati were Taramai and Jibanar Batat respectively.

Ans. to Q. No. 10 : North-East News started telecasting News in English from 1st March 1997.

Ans. to Q. No. 11 : The first 24 hours private TV channel of Assam is NE TV.

Ans. to Q. No. 12 : News Live was launched on 21st January, 2008.

Ans. to Q. No. 13 : Assam Cable Communication is the first ever digital cable TV in North-East.

10.14 MODEL QUESTIONS

A) Very Short Questions

Q.1 : Who looks after the administrative section of Doordarshan?

Q.2 : What is the importance of performance appraisal in Doordarshan?

Q.3 : When was Zee TV Launched?

B) Short Questions (Answer each question in about 150 words)

Q.1 : What do you know about Broadcasting Corporation of India?

Q.2 : Give a short account of Doordarshan in Assam.

Q.3 : Describe the role and responsibilities of a Floor Manager in the organisational structure of Doordarshan.

C) Long Questions (Answer each question in about 300 to 500 words)

Q.1 : Give a brief account of Doordarshan in India.

Q.2 : What a note on the Development Communication Division of Doordarshan?

Q.3 : Write briefly about the growth of Doordarshan in Assam.

Q.4 : Write a brief note on the growth of cable TV in India.

Q.5 : What are the different stages for production of programmes of Doordarshan?

Q.6 : Write a report on the growth of Private TV satellite channels in India and highlight the effect of cable & satellite channels on the Indian masses.

Q.7 : Analyse the organisational structure of Doordarshan with the help of a diagram.

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UNIT 11 : PUBLIC AND PRIVATE BROADCASTING IN NORTH EAST INDIA

UNIT STRUCTURE

11.1 Learning Objectives

11.2 Introduction

11.3 Doordarshan with Special Reference to DDK Guwahati & PPC-NE

11.4 Growth of Private TV Channels in North East India with Special Reference to Assam

11.5 Let Us Sum Up

11.6 Further Reading

11.7 Answers to Check Your Progress

11.8 Model Questions

11.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- explain the role of public service broadcasting in India with reference to Doordarshan,
- give an overview of the growth of private TV channels in north east India.

11.2 INTRODUCTION

Television first came to India on Sept 15, 1959. The primary purpose of introducing television in India was development through education, and information and to improve the quality of life of the larger masses, to bring communities and societies, regions and states together as one nation. Today, Doordarshan, the national television network of India, is one of the largest broadcasting organisations in the world.

Since 1991, with the coming of private satellite channels, television brought a revolutionary change in the way people receive information and understand the world. At present there are more than 50 foreign satellite

channels beaming programmes to India, the major players being STAR TV (Satellite Television Asia Network), CNN, Sony Television, ATN (Asia Television Network), BBC World, Discovery Channel, TNT, MTV, Cartoon Network and others.

In the last unit we have discussed about the organisational structure of Doordarshan as well as the growth of cable and satellite channels in India. In this unit you will learn about the role played by Doordarshan which is India's public broadcaster and the growth of private television channels in our country.

11.3 DOORDARSHAN WITH SPECIAL REFERENCE TO DDK GUWAHATI & PPC-NE

Doordarshan which literally means 'Television', is the public television broadcaster of India under the Prasar Bharati, a public service broadcaster nominated by the Government of India. Doordarshan is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters.

Doordarshan had a modest beginning with a small transmitter and a makeshift studio in September in the year 1959 when it was started for an experimental telecast. The regular daily transmission of Doordarshan started in 1965 as a part of All India Radio. The television service was extended to Mumbai (then Bombay) and Amritsar in 1972. Till 1975, Doordarshan remained the only television channel in India providing television service to its seven cities. Television services were separated from radio in 1976. The offices of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi with Doordarshan finally emerging as a National Broadcaster.

The year 1982 was marked by two major events, the introduction of national programme and colour TV in the Indian market. Further, Indians also witnessed the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15th August 1982 which was followed by the coverage of the 1982 Asian Games being held in Delhi. 1980s were remarked as an era of soaps in Doordarshan. Soaps like *Hum Log* (1984),

Buniyaad (1986-87), comedy shows like *Yeh Jo Hai Zindagi* (1984) and mythological dramas like *Ramayan* (1987-88) and *Mahabharata* (1988-89) glued millions to Doordarshan. Other popular programs included Hindi film songs based programs like *Chitrahaar* and *Rangoli* and crime thrillers like *Karamchand* (starring Pankaj Kapoor), *Byomkesh Bakshi* (starring Rajit Kapur) and *Janki Jasoos*.

At present more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of nearly 1400 terrestrial transmitters with about 46 Doordarshan studios producing TV programs every day.

Doordarshan operates 19 channels among which two are All India channels, 11 Regional languages Satellite Channels (RLSC), four State Networks (SN), an International channel, a Sports Channel and two channels (DD-RS & DD-LS) for live broadcast of parliamentary proceedings.

On Doordarshan's National channel, Regional programmes and Local Programmes are carried on time-sharing basis. To meet the demand of a 24 hour news channel Doordarshan launched its DD-News channel on 3rd November 2003 replacing its DD-Metro Entertainment channel. The Regional Languages Satellite channels have two components– the Regional service for the particular state relayed by all terrestrial transmitters in the state and additional programmes in the Regional Language in prime time and non-prime time available only through cable operators. Sports Channel is exclusively devoted to the broadcasting of sporting events of national and international importance. Doordarshan's DD Sports is the only sports channel which telecasts rural sports like Kho-Kho, Kabbadi etc., something which private broadcasters avoid telecasting as it does not attract any revenues.

DD-India is being broadcast internationally through Satellite. It is available in 146 countries worldwide; however, the information on picking up this channel in other countries is not easily available. In the UK for instance, DD-India is available through the Eurobird Satellite on the Sky system on Channel 833 (the logo is shown as Rayat TV). The timing and programming of DD-India international is different from that of India.

All the regional Doordarshan Kendras generate programmes in their respective regional languages to cater to its regional audience. Both the Regional Language Satellite Services and the Regional State Networks broadcast a wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programmes to communicate with the people in their own language. The respective states receive their own vernacular programmes in two ways. The programmes are telecast through terrestrial transmission during the regional window of DD National and round the clock on the Regional Language Satellite Channels across the country.

The development of TV services in the North East is being given priority by Doordarshan. The hilly terrain in this part of the country makes it necessary to have a very large number of transmitters. At present there are 12 programme production Centres with 132 transmitters of Doordarshan in the North-East.

Doordarshan has taken adequate steps to focus on the accurate presentation of the diverse culture of North Eastern states. DD North East Channel is a composite satellite television service for the North Eastern states broadcasting programmes in Assamese, English and other languages and dialects of the North East. The programme mix includes entertainment serials, informative programmes, social programmes, news and current affairs, art and culture.

Doordarshan has tried to set up television studios in the capital cities of all the North Eastern states. There are studios in the capital cities of all the eight states of Meghalaya, Manipur, Assam, Nagaland, Mizoram, Tripura, Sikkim and Arunachal Pradesh. Additional TV centres are also set up to meet the need of coverage at Tura in the Garo Hills of Meghalaya and also at Dibrugarh & Silchar in Assam.

With the exception to DDK Guwahati, all these TV centres originate programmes in the various dialects for a duration of 120 minutes on week days. In addition, all the transmitters in the North East relay a composite programme originating from Guwahati which includes a news bulletin in English and a composite programme of interest to the people of all the

North Eastern states. Satellite up-linking facilities have also been provided in all the capital stations of the North East. These facilities help feeding of news and other topical programmes to Guwahati and Delhi.

List of DDKs in Northeast India

Kendra	Inauguration	Language	Duration of Telecast
Itanagar	5/2/1996	Hindi	6 pm – 8 pm
Guwahati	24/3/1985	Assamese	3 pm -8 pm
Dibrugarh	31/5/1993	Assamese	6 pm – 8 pm
Silchar	30/4/1993	Assamese and Bengali	6 pm – 8 pm
Imphal	30/4/1993	Manipur	6 pm - 8 pm
Shillong	30/41993	Khasi and Jantia	6 pm - 8 pm
Tura	31/5/1993	Garo	6 pm - 8 pm
Aizawl	12/6/1995	Mizo	6 pm - 8 pm
Kohima	30/3/1993	English	6 pm - 8 pm
Gangtok	1/11/2004		
Agartala	20/11/1992	Bengali and Kokbork	6 pm - 8 pm

Source: www.ddindia.gov.in

The government's monopoly over television over the years has resulted in Doordarshan being tightly controlled by successive governments. In principle, Doordarshan is answerable only to the Parliament. The Parliament lays down the guidelines that Doordarshan is expected to adhere to in its programming and Doordarshan's budget is debated and approved by Parliament. But the guidelines established by the Parliament to ensure Doordarshan's political neutrality are largely ignored in the face of the majority that ruling parties have held in Parliament. Doordarshan has been subjected more to the will of the government than the oversight of Parliament. Successive governments and ruling political parties have used Doordarshan to further their political agendas, weakening its credibility as a neutral participant in the political process. There have been periodic attempts to reconstitute Doordarshan into a BBC-like public corporation, but governments have been reluctant to relinquish their hold on such a powerful medium.

The government drew its right to operate the country's broadcasting services as a monopoly from the Indian Telegraph Act of 1885 which empowers the government with the exclusive right to "establish, maintain and work" wireless services. In addition, the Constitution lists broadcasting as the sole domain of the Parliament, effectively shutting out the states from making any laws with regard to television. Within the ambit of these provisions, it was assumed that media autonomy or liberalization in any form was the prerogative of the government to grant. But the government's monopoly was challenged in the Indian Supreme Court in 1995. The Court held that the government monopoly over broadcasting was unconstitutional and while the government has the right to regulate broadcasting in the public interest, the Constitution forbids monopoly control over any medium by either individuals or the government. The Court directed the government to establish an independent public authority for "controlling and regulating" the use of airwaves. The Court's decision holds out the promise of significant structural changes in Indian broadcasting and the possibility that terrestrial television may finally free itself from governmental control.

It is evident that over the time the State's control over television will continue to diminish. As its revenue structure begins to change and Doordarshan begins to respond to increasing commercial pressures, the character of its programming will begin to reflect increasingly the demands and pressures of the market place. In the meantime, caught between the government and the market, Doordarshan continues to struggle to maintain its mandate of public service programming. But the Supreme Court's recent decision ordering the government to establish an independent broadcasting authority to regulate television in the public interest holds the promise of allowing Indian television to escape both the stifling political control of the state and the commercial pressures of the market. There are a number of other constituencies like state governments, educational institutions, non-governmental organizations and social service agencies who can participate in a liberalized broadcast system. The Supreme Court has provided an opportunity to develop a broad based television system. How the country responds to this opportunity in the next few years will determine the future of broadcasting in India in the next century.



CHECK YOUR PROGRESS

Q.1 : What is the literal meaning of Doordarshan?

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Q.2 : When was DD News Channel launched?

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Q.3 : Which is the only sports channel to telecast rural sports like Kabaddi and Kho-Kho?

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Q.4 : In the UK, DD-India is available through the ..... Satellite on the Sky system on Channel 833.

Q.5 : Briefly describe the development of TV scenario in North East India.

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Q.6 : When was television separated from radio?

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Q.7 : When did India's first colour TV broadcast take place?

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***AsiaSat :* Asia Satellite Telecommunications Co. Ltd.** It is a commercial operator of communication spacecraft. AsiaSat is based in Hong Kong with two major shareholders, CITIC and General Electric.

11.4 GROWTH OF PRIVATE TV CHANNELS IN NORTH EAST INDIA WITH SPECIAL REFERENCE TO ASSAM

The Gulf war of 1991 was a major landmark influencing the television scene in the country. The American news channel CNN was the first to beam transnational signals on the war to India. These transmissions by CNN clearly opened up enormous possibilities. A large number of small enterprising youngsters saw the enormous potentiality of this as a viable business activity. They initiated the present mode of distributing satellite signals through a cable network to individual households. Reception of the satellite channels in India takes place in a unique manner. The cable operator receives the satellite channels and he distributes them through a cable network to the household subscribers for a small fee. Along with CNN many other foreign private satellite channels saw the huge market that was India. Amongst the earliest initiatives came from Rupert Murdoch's Star TV. 1992 was the beginning of Star TV network through the **AsiaSat-1**. They offered a bouquet of free-to-air channels consisting of soap operas, movies, music, sports, news and so on. Initially all these channels were English language channels. For the first time this gave the Indian audiences - used to the

monopoly of Doordarshan –a look at the variety that the television was capable of offering.

But as things were to prove later, expansion through totally English language-based channels was not a feasible proposition to sustain in a country like India with its rich diversity, linguistically, socially and racially, and with a unique cultural ethos. Moreover, a multi cultural society will not be satisfied only on foreign-sourced programmes. Many enterprising Indians saw and seized this opportunity; the earliest being Zee TV network which started a Hindi language channel. It offered programmes produced in India for Indian audiences and transmitted through a foreign satellite. They soon expanded to a bouquet of channels. Indian made soap operas, music; feature film based channels became favourites amongst the large number of middle-class homes in the country. Today, out of 70 million TV households of the country, about 37 million receive satellite channels. The growth in the number of channels has been exponential especially in the Indian regional languages. Southern states of India took a major initiative in this regard. The major initiative came from Sun TV which started a Tamil language channel and soon the channels in other languages like Kannada, Malayalam and Telugu were initiated by many. Today there are well over 90 channels which an Indian consumer can get in English language as well as in Hindi and other regional languages.

The growth and development of electronic media in the North Eastern states has been slow as compared to many other states of the country. For a long time, All India Radio and Doordarshan were the sole operators in the field of electronic media allowing state-run media to monopolise the whole affairs of the medium. It is only in the recent past that the trend of private radio stations and private television stations has been set forth. However, Doordarshan has competitions from the growing number of satellite channels and their gradual popularity in the region. In Nagaland, the private television industry is yet to see the light of the day as there are not too many television channels to cater to the needs of people of Nagaland. FETV or Far East TV is the only saviour which operates from the state and which beams its signals to almost 125 countries across Asia, Europe, Australia,

Middle East and South Africa.

The electronic media scenario in Meghalaya is not much developed as compared to the other north eastern states. Apart from state-run AIR and DD, there are not too many television channels for the people of Meghalaya. State-owned Doordarshan transmits terrestrial television channels. There are a few weekly channels like PCN, Ri Khasi Channel, Batesi that are broadcast weekly on the cable networks. The only news broadcaster in English is Media Plus.

In Mizoram, apart from Doordarshan there are private channels. These local channels have proved very useful and effective for publicity and educational purposes. The DD Mizoram is a State owned TV channel which is telecast from Doordarshan Kendra Mizoram. Prasar Bharati will soon launch a television channel known as 'Prabha' for Arunachal Pradesh and Sikkim to help promote the rich art and culture of these two north-eastern states. North East Live is the news channel of Arunachal Pradesh. It is the sister channel of Guwahati based Pride East Entertainment Private Limited.

In Manipur, Information Service Television Network broadcasts news in English and Assamese. The advent of satellite and cable television, together with the introduction of more sophisticated printing technology and computers have, in a way transformed Media in Mizoram. Doordarshan Kendra, Imphal in general telecast programmes in Manipuri, the official language and lingua-franca of the state. DDK, Imphal tries to cater to the infotainment requirement of the people in the state. Besides Doordarshan's local programmes, people turn to Cable TV for entertainment and news. About 29 Cable Operators are doing business in the urban and semi-urban areas.

DD Tripura is a state owned TV channel which is telecast from Doordarshan Kendra, Agartala. Apart from Doordarshan, the state of Tripura has a vibrant electronic media specially in the case of television. Aakash Tripura is a very popular television channel. Khabar 365, NE Bangla and Voice 24 Tripura are some of the other popular satellite channels of the state. Khobor 365 Din is a Satellite Free to Air TV channel which is specially

beamed for the people of Tripura in Bengali / Assamese language. This channel was launched by Brand Value Communications and is available on Videocon D2H DTH.

Doordarshan has wide reach and access in Sikkim. Focus NE (formerly NE TV) of Guwahati has also launched its operations in the state of Sikkim.

Growth of Private Satellite Channels in Assam : In comparison to pan Indian television scenario, Assam was also not an exception to the monopoly rule of Doordarshan till 2004. It was only in 2004 when Assam in particular and North East India in general got the first private satellite channel of North Eastern India known as North East Television (NE TV) which is now known as Focus NE. For the next four years, Focus NE was the lone private player in Assam. It was post 2008, when Assam witnessed an unparallel growth of television channels one after another either owned directly or indirectly by political and business groups. It will be pertinent to mention here that as per the Ministry of Information and Broadcasting estimates ending July 2014, India has 798 permitted private satellite television channels. The main news channels in Assam are -

- DY 365
- Focus NE
- News Live
- News Network
- News Time Assam
- Prag News
- Frontier TV

Apart from the news channels there are also entertainment based channels in Assam as given below-

- DD North-East
- Rang
- Rengoni
- Focus HiFi
- Jonakk
- Prag Channel

- Ramdhenu

Prag is the oldest local News Channel of the North East region, launched in 2000 and operating out of Guwahati. Prag is distributed across India through Citi Cable, parts of Bihar (Darsh Network), Jammu & Kashmir (7 Sea), Fast Way (Punjab) & West Bengal (CTVN). It is available across Assam and entire North-East Regions and enjoys a viewership of over 10 millions.

Focus NE (formerly called NE TV) is the first 24 hour private satellite channel of North-East India, which covers the eight states of the region. Launched in 2003, it is also the first earth station and teleport of the northeast which is owned by Positive Television Pvt. Ltd. Equipped with three state-of-the-art studios with uplink facility from Guwahati, it is basically a 24-hour news-based channel airing news bulletins and current affairs programmes in different languages of Assam and other north-eastern languages. It broadcasts news in Assamese, English, Hindi, Bengali, Manipuri, Nagamese, Bodo, Mizo, Garo, Nepali language etc. Apart from news it also telecasts many infotainment programmes. It also has two subsidiary channels- Focus Hi-Fi and Focus Bangla which are entertainment-based channels that tries to depict the rich cultural heritage of the eight states of the North East.

News Live channel, owned by Pride East Entertainment Pvt. Ltd was launched on 21st January, 2008. It is a 24-hour bi-lingual news channel covering events from across the world, with emphasis on Assam and the North East.News Live is the country's first automated satellite news channel with six online bureaus from across Assam and New Delhi. News Live has several Bureaus across India.

DY365 is a 24-hour satellite channel of Assam. DY365 broadcasts news in Assamese, Hindi, Bengali and English language. It was launched on October 30, 2008. DY365 is a unit of Brahmaputra Tele Productions Pvt. Ltd. The channel has several Bureaus across India.

News Time Assam is another news channel of Assam which was launched on 25th December, 2010. This channel believes in reaching out to the people with news and programming that reflects the burning issues of the masses.

Another satellite channel which has been able to make a mark in the field of electronic news broadcasting is the **Frontier TV.** This unique Northeast-centric channel headquartered in Guwahati has emerged to be one of the leading innovative and interactive TV channels from Northeast. The Channel airs bulletins and programming in four major languages of the region - Assamese, Bengali, Hindi and English.

DD North-East is a state owned TV channel which is being telecast from Doordarshan Kendra in Guwahati, Agartala, Kohima, Imphal, Silchar, Dibrugarh, Tura, Aizawl, Itanagar and Shillong. DD North East Channel is a composite satellite television service for the North Eastern states of India broadcasting programmes in Assamese, Bengali, English and other languages and dialects of the North East region.

News Network is another private television channel of Assam that was launched in August 2011.

Prime News TV Channel is a newly launched Assamese news channel. This news channel telecasts variety of entertainment as well as infotainment programs and shows on a daily basis. It shows the cultural colours of Assam and promotes the cultural heritage of the whole area along with the rest of the country.

Rengoni, a premium general entertainment channel of North East India, features a mixture of fiction and non-fiction with a new look and feel.

Rang is an Assamese language general entertainment television channel owned by Pride East Entertainments Pvt. Ltd. of Guwahati, Assam and launched on 1st October, 2009. It is a sister channel of popular Assamese news channel News Live.

Ramdhenu is a TV channel specializing in music of northeast India. It was launched in October 1, 2011 and is a part of the Pride East Entertainments Pvt. Ltd. based in Guwahati, Assam. It is the first ever satellite music TV channel of the northeast India. The channel broadcast music videos in Assamese and other northeastern languages.

The popular satellite channel from Assam, DY365 launched its entertainment based channel '**Jonakk'** on 3rd July, 2010.

CHECK YOUR PROGRESS

Q.8 : Which was the first foreign satellite channel to beam its signal into India?

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Q.9 : Name the first Indian satellite channel.

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Q.10 : Which is the first private satellite channel to be launched in the North East.

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Q.11 : When was News Live channel launched?

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11.5 LET US SUM UP

- Television first came to India on Sept 15, 1959.
- Television services were separated from radio in 1976.
- The year 1982 was marked by two major events, the introduction of national programme and colour TV in the Indian market.
- Doordarshan launched its DD-News channel on 3rd November 2003 replacing its DD-Metro Entertainment channel.
- The American news channel CNN was the first to beam transnational signals on the Gulf War to India.
- Focus NE (formerly called NE TV) is the first 24 hour private satellite channel of North-East India.
- News Live channel, owned by Pride East Entertainment Pvt. Ltd was launched on 21st January, 2008.
- The popular satellite channel from Assam DY365 launched its entertainment based channel 'Jonakk' on 3rd July, 2010.



11.6 FURTHER READING

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3) Srinivas, Melkote, Agrawal, Binod C. and Shields, Peter (1998). *International Satellite Broadcasting in South Asia*. University Press of America.
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11.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : Doordarshan literally means Tele Vision.

Ans. to Q. No. 2 : DD-News channel on 3rd November 2003

Ans. to Q. No. 3 : DD Sports

Ans. to Q. No. 4 : Eurobird

Ans. to Q. No. 5 : Doordarshan has given high priority for the development of TV services in the North East. The hilly terrain in this part of the country makes it necessary to have a very large number of transmitters. There are 132 transmitters in the North East. There are 12 programme production Centres of Doordarshan in the North-East.

DD North East Channel is a composite satellite television service for the North Eastern states broadcasting programmes in Assamese, English and other languages and dialects of the North East. The programme mix includes entertainment serials, informative programmes, social programmes, news and current affairs, art and culture.

Television studios have been established in the capital cities of all the seven states of Meghalaya, Manipur. Assam, Nagaland, Mizoram, Tripura, Sikkim and Arunachal Pradesh. There are additional TV centres at Tura in the Garo Hills of Meghalaya and also at Dibrugarh & Silchar in Assam.

All these TV centres originate programmes for duration of 120 minutes on week days except DDK Guwahati. In addition, all the transmitters in the North East relay a composite programme originated from Guwahati which includes a news bulletin in English and a composite programme of interest to the people of all the North Eastern states. Satellite uplinking facilities have also been established in all the capital stations of the North East to facilitate feeding of news and other topical programmes to Guwahati and Delhi.

Ans. to Q. No. 6 : 1976

Ans. to Q. No. 7 : 1982

Ans. to Q. No. 8 : CNN

Ans. to Q. No. 9 : ZEE

Ans. to Q. No. 10 : NETV

Ans. to Q. No. 11 : News Live channel, owned by Pride East Entertainment Pvt. Ltd was launched on 21st January, 2008.



11.8 MODEL QUESTIONS

A) Very Short Questions

Q.1 : What was the primary focus of introducing television in India?

Q.2 : When was the regular daily transmission of Doordarshan started?

Q.3 : Which channel of Doordarshan is broadcast internationally through the medium of satellite?

Q.4 : What do you mean by AsiaSat?

Q.5 : Which is the oldest local news channel of North East India?

B) Short Questions (Answer each question in about 150 words)

Q.1 : Do you think the local channels of Assam face a stiff competition from the growth of other Indian private satellite channels? Explain.

Q.2 : Do you think the growth and development of electronic media in Assam has been slow in comparison to other Indian states? Justify your answer with examples.

C) Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the growth of private satellite channels in North East India.

Q.2 : What do you think has been the impact of private satellite channels on Doordarshan?

Q.3 : Analyse the growth of private satellite channels in Assam.

Q.4 : How has foreign satellite TV channels revolutionized the media scenario in India?

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UNIT 12 : TV NEWS

UNIT STRUCTURE

12.1 Learning Objectives

12.2 Introduction

12.3 News Room and its Operations

12.4 Basic Features of TV News

12.5 Structure of TV News

12.6 News Package

12.7 Writing for Visual and Presentation Skills

12.8 Let Us Sum Up

12.9 Further Reading

12.10 Answers to Check Your Progress

12.11 Model Questions

12.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- understand the different operations and functions in a news room
- explain the basic features and structure of TV news
- discuss what constitutes a news package
- analyse writing for visual and presentation skills.

12.2 INTRODUCTION

In the previous units, we have discussed about the growth of Doordarshan and other private TV channels in north east India with special reference to Assam.

In this unit, we will explain the different operations in a news room. You will also be introduced to the basic features and structure of a news story. You will analyse the writing for visual and presentation skills along with what constitutes a news package.

12.3 NEWS ROOM AND ITS OPERATIONS

Inside the News Room : The TV news industry calls for speed and accuracy. It takes a lot of hard work and co-ordination to run a show every day with standardized precision.

Every night the bulletin is aired on its right time and everything goes on so well. It seems to most of us that there is no big deal in the production of such programme. But the inside story is totally different. A whole lot of people work hours at a stretch to bring out one such daily bulletin which should not only be accurate in terms of the news it contains but also in terms of the co-ordination of the visuals and other sound and graphic effects. All these are not as easy as it looks like from this side of the screen.

Those who go into broadcast news have to enjoy the challenge of working in tight deadlines in an environment of what is at times called 'controlled chaos'. Step into a TV newsroom right before a newscast, especially in a small-to-medium station where everyone seems to have the workload of more than one person. You might see something like this: Reporters are putting finishing touches on late-breaking copy, the producer is yelling at someone because several scripts are not in hand, a video editor is cursing one of the bulky machines and the sports editor is rehearsing copy in a corner and telephones continue to ring.

Inside the studio just before the newscast all the persons concerned with the production of the news cast remain busy to check the faultless telecast of the news. For this purpose the engineers remain busy checking cameras, the floor crew rearranges lights while the news producer and the editors remain busy doing their final tasks of compiling the copy and editing the related visuals and in the studio the anchor gets ready for the news cast.

Right at the time of the news cast the jingle of the news bulletin plays and the anchor starts casting the news. At the Production Control Room the Producer gives signals to the concerned technicians to run the related visuals. If all goes as planned, cameras and microphones work, videotapes run without any hitch, then the show runs smoothly. As soon as

it gets over, the crews start their job one more time for the next news cast. The same routine is followed by the TV channels day in and day out.

How it all happens : Newsgathering is a specialized area and it requires special skills to provide news up to the minute. It has become highly competitive because news channels apart, most entertainment channels, with the exception of music channels, have at least one news bulletin a day.

News departments have very little time to prepare. They are mostly required to 'rush' to the scene of action. Therefore, they are equipped with the separate sets of equipment and other paraphernalia. They also have their own personnel who are always on the move covering events all over.

Let us look at the roles and responsibilities of various news personnel.

News Editor : News Editor (NE) heads the news room. He/she is the *de-facto* captain of the concerned news channel and is responsible for all news telecast by the channel. News Editor looks after the operation of this department in terms of personnel, budget and policy. It is the News Editor, who actually hires and fires personnel; he/she also battles with other department heads for fiscal resources. He/she determines what the station will cover and how on a day to day basis. Of course he/she consults and takes advice from the channel head to determine the policy. He/she plans, instructs and ensures that stories are available for bulletins while providing direction to the channel.

Looking at the vast array of responsibilities of the news editor we cannot overlook the importance of the news director. The news director does not operate in a vacuum though he/she reports to a program director or station manager. The program director or the station manager in turn reports to a higher level manager. Management sets policy for sales, programming and news and the department heads in those areas are responsible to carry out those policies.

In case of smaller stations it is more likely that each person will have several jobs. For instance, the news editor often performs the job of the lead anchor or the station's primary on-air news talent. On other situations he may perform the job of even the program director or station

manager. On some occasions, the news director will double as the assignment editor and be responsible for sending reporters and videographers to cover stories. He may also coordinate the work of stringers, stationed in distant locations.

News Producer : The news producer (NP) is the person who collates and packages stories from various sources for a bulletin. The stories selected by the News Producer are put together by the News Producer, who ensures that all video/audio/graphics required for a story are in place. Many a time, the News Producer is required to co-ordinate live inputs for a news bulletin from various reporters/correspondents and incorporate them into the bulletin. He or she also ensures proper mix and balance of stories within a bulletin. A news channel could have as many as six to eight news producers.

Chief Reporter/Assignment Editor : The chief reporter or assignment editor instructs reporters and camerapersons to cover specific events and also assigns the reporters specific beats. The usual duty of an assignment editor is to start the day by scanning local and regional newspapers in order to ensure that the station has not been scooped by the competition. News tips come via wire-services or are even faxed to the newsroom by those seeking coverage. The assignment editor tracks scheduled and unscheduled stories and keeps in close contact with field reporters/correspondents on a daily basis, providing them feedback on the quality of stories, the inputs required, and alerts on follow-ups.

Reporter/Correspondent : The correspondent develops sources and gathers news from the field, mostly on tape. The reporter also does interviews, vox populi (the voice of the people), piece to camera (stand-ups), and writes the story for the newscast. He or she ensures that the visuals required for a story reach the station well in advance for necessary editing. Some news channels prefer their reporters to edit the story complete with commentary, visuals, interviews and piece to camera. When required, reporters also provide live inputs from the scene of action. Live inputs include telephonic reports from the reporting site or, as is common these days, the reporter's presence on the camera.

Of late, multi-tasking is becoming the norm in many news networks. The reporters are also expected to shoot and report the story for television with some help from other technicians. Further, they are also expected to edit their stories and transmit them to the channel's newsroom. This increases pressure on reporters. However, organizations that have already begun hiring multi-skilled personnel opine that such an arrangement minimizes the number of personnel in news operations.

Cameraperson : The camera person operates the camera to cover an event. The cameraperson either works on his or her own or with instructions from the reporter to cover different parts of an event. For smaller stations, the cameraperson doubles up as reporter too. It is his or her responsibility to provide good visuals and cutaways as also good audio for a story. A cameraperson working for a news channel is required to have good reflexes and takes risks to get the best visuals and sound bites.

Each story is discussed in a meeting with the reporter, the assignment editor and the producer. After the story is deemed worthy of coverage, it is the reporter, who will prepare the ground work, for example set up interviews, etc. It is the responsibility of the camera person to record the appropriate visuals. For instance, if the story is about a candlelight vigil, of course the candles and people will have to be captured on video by the cameraperson. All of this together can take several hours, or at times can be done in as little time as 30 minutes.

Stringers : Stringers are basically hired reporters who even supply the visuals of an event which has occurred at a place where the station's correspondent or reporter could not reach. Stringers are not permanent employees of a TV station but they are paid on the basis of the number of events being aired by the station reported by them. When an event to be covered is outside the limit of the city in which the television station is situated and it cannot be economically covered by deputing the staff cameraman of the station, services of stringers are utilized. Stringers are basically reporters or camerapersons who are selected and empanelled according to the prescribed procedure and may be utilized for coverage of news events of importance. Stringers should also have adequate facilities and equipment

to undertake the coverage and should be good camerapersons with good news sense.

Video Editor : Mere reporting of an event and capturing in video cameras do not result in a news production but many other factors are employed in making it presentable. A news report consists of interviews, visuals and the reporter's voice and this assembled product is known as a package. A package is the way most reporters tell their story. It is generally anywhere from a minute to three minutes depending on the time the producer gives the reporter. The time can vary depending on what the story is about, the amount of good video and interviews that the reporter has. The reporter has to write the story, pick what parts of interviews will be used, decide on the video and then have the whole script approved by the producer. This process takes a lot longer than it appears on the newscast. The person who actually gives shape to a news story in coordination with a fast hand at the editing machine is known as the video editor. The video editor edits the video inputs from the reporter in accordance with the latter's story/script.

The duration of the story may be of just two minutes which includes seeing the reporter out in the field or in the newsroom but the editing process (assembling the bites and the visuals together) may take much longer time, often stretching to hours.

Voice-over Artiste : In most cases, the reporter provides the commentary. Some TV channels prefer to use professional voice-over artistes for quality. The voice-over artiste provides background commentary for the news story, that is, records the voice-over for the editor to shape the story.

Anchor/Newscaster : The person who reads out the news stories in the newscast is known as the news anchor or newscaster.

Weathercasters/Sportscasters : These are talent who present weather and sports reports with inputs from the meteorological department or the field with adequate graphic support.

Technical Editors : The technical editor is responsible for putting together different shots and audio to create a news story and then combining various news stories to create a news bulletin. He/ she should have the

knowledge of appropriate editing techniques as well as good news and aesthetic sense. News nowadays are often shot live. It calls for online editing in real time. The Technical Editor should be able to handle that.

Multi-Media Producer : The multi-media producer (MMP) in a TV news channel ensures that all stories are written for the channel's website and updates it on a regular basis. The MMP is also responsible for images, graphics, and illustrations and all other content on the website.

You must have realized by now that though the final product, that is the news bulletin, may look like something that is very easy to make, it is actually not so. If it does look easy to make, it means that everyone on the news team from the on-air to off-air or to people working in the studio has done their parts correctly. When something goes wrong, there could be one or many problems. It's hard to tell. But all in all, you can see and listen to a newscast sitting comfortably and imagine that news-casting is a simple affair. But it is not something that comes easy.



CHECK YOUR PROGRESS

Q.1 : Who heads the news department in a Television Channel?

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Q.2 : What is the role of a technical editor in a TV station?

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Q.3 : Do you think multitasking is an important quality of a reporter? Explain.

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Q.4 : Who is a weathercaster?

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Q.5 : What is the job of a multimedia producer?

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12.4 BASIC FEATURES OF TV NEWS

This section considers patterns in structure, duration, and sequencing of items of television news bulletin, as well as uncovering the principles of the selection of events creating the content of the news bulletin.

There are channels which air variety of programmes along with news, like say Doordarshan national channel. Then there are exclusive 24-hour news channels, which only air news and current affair programme, like NDTV 24x7. Duration of a news bulletin is also different across channels. While channels with variety programmes have three or four news bulletins in a day, some news channels have hourly news bulletins.

Except for those in small markets, most news departments are large in relation to a station's total employment. Employee strength of the editorial departments range from about a dozen to nearly one hundred depending on the importance the concerned channel give to the news. Television news programmes are put together by reporters, anchors, copy writers, video tape crews, mobile outdoor broadcast (OB) van operators, operators of special-effects generators and computer graphics systems, tape editors, and a production crew working in a studio, the control room, and the video tape room.

There is a discernable pattern to a daily television news operation. Putting together a television news broadcast involves research, writing,



Live Telecast : the programme being shot and transmitted during the actual performance to the viewer's TV set in real time. Major sports events, news bulletins etc. are usually telecast live.

ENG : News gathering which relies on videotape or digital equipment, as against the earlier method of ENG or newsgathering where reporters collect TV news with traditional film cameras.

interviewing, recording the visuals and editing, before the actual show. In the news room, hours of anticipation are followed by a sudden quiet as the action moves to the news set and the control room. The show goes on the air in an atmosphere of concentrated effort and often of some anxiety. As closing credits roll, there is satisfaction, relaxation and even excitement. If significant problems arise during the news cast (a rare occurrence), the news producer, assignment editor, anchors, and other key personnel meet with the program producer for a brief post mortem (a discussion of what had worked, what did not work and why).

A TV newscast cannot match the wide and instant coverage of radio or the in-depth report of print news. The time taken up by visual material does not allow for a probe, or even adequate background information. Indeed, a TV newscast cannot present the most interesting and significant news since the cameras just cannot be always present where such events take place (e.g. a coup, an invasion, a war, or a cabinet meeting).

A TV newscast is, however, the ideal medium for presenting ceremonial events like coronations, swearing-in-ceremonies, arrivals and departures of VIPs, parades, inaugurations, and sports. Unfortunately, the hard core news does not lie in these events-even if they are telecast **'live'**-and constitute only a small percentage of the daily fare of news. However, things are changing. With the audience becoming more demanding and competition heating up, television news is covering hard news.

The standard newscast in India used to employ the radio technique of reading out the news in a formal manner from a script (or cards or on an electronic "**teleprompter**"), interrupted with an occasional still, a map, or a moving picture. Frequently, the news was tailored to the visuals available. However, with the acquisition of **ENG** (Electronic News Gathering) and the latest computerized equipment, the number of visuals has increased. Indeed, the news bulletins of Doordarshan's channels, as also those of the many satellite channels, have in recent years taken on the format of 'magazine' programmes, with the newscaster playing a proactive role in 'presenting' the news.

Some of the popular programmes of Doordarshan are News

bulletins, general news magazines, and panel discussions of public affairs. The visuals which are included in these programmes are basically slides, film clips, maps, diagrams, charts, animations and graphics.

Some **characteristics** of TV news reports :

- A TV news story is short; normally with a duration ranging between 90 seconds to 120 seconds. However, in some rare cases, the duration might extend further depending on the importance of the event or incident covered.
- Since TV news is visual, a lot of meaning is made by the images themselves. Therefore, it is imperative to capture action shots to make it more gripping.
- News bulletins usually have a dramatic opening with music and montage (compilation of assorted shots). Every channel has its unique signature music and style which helps the viewers identify the news bulletin.
- Most news bulletins have attractive headlines to capture the attention of the viewers. The most important happenings find place in the main headlines.
- Editing is of prime importance in television news since the way a story is edited can change the angle and context of the news. There is a lot of scope for manipulation in editing. The editor should, therefore, maintain professional integrity and must not engage in unethical practices. The editing of television news should be ethical in the sense that the shots should be edited and assembled in a manner that they do not appear out of context and do not portray something that never actually happened.
- Television news editing is normally kept simple - only cut to cut editing is used - and use of visual tricks, usually used in films like slow motion, blurring, repetition, etc is avoided.
- There is always some kind of slant rather than straight factual reporting in television news. Every television story in its narrative comes with a point of view. Though objectivity is an important yardstick of good reporting, television news very often has the

Sound bite : Sound bite is a brief video tape recorded comment or short interview.

tendency to over simplify by creating heroes and/or villains.

- Television being an audio-visual medium puts importance on look. A visually appealing look and pleasing personality is required to be a good anchor/newscaster. Good grooming and positive body language could be an asset for an anchor.
- Another characteristic feature of television news is the inclusion of **sound bites.** Interesting and engaging sound bites add life and credibility to the news and the background sound of the sound bite helps portray situations. Sound bites in TV news are normally around 10-15 seconds each.
- The language used in television news is conversational. The viewer must be able to understand it immediately.

Television news often has the reporter appearing and talking to the camera on the location in order to explain, simplify or narrate something that cannot be visually shown. It is called 'Piece-to-Camera' (PTC). It also lends credibility to the news item.

CHECK YOUR PROGRESS

Q.6 : What should be the ideal length of a TV news story?

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Q.7 : What is signature tune and how does it help the viewer?

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Q.8 : Why should the editor maintain professional integrity?

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Q.9 : What is a PTC?

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Q.10 : What do you mean by ENG?

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12.5 STRUCTURE OF TV NEWS

A television news programme is both horizontally structured (a bulletin is organised into several sequences), and at the same time, it is vertically enriched by, for instance, narrower interactions (for example dialogue between a newsreader and correspondent, a third party interviewed by a correspondent), different narrative structures, and various modes of expression and representation and numerous other elements.

All television news bulletins are made up of stories based on real happenings in the world, real events, meetings, arguments, conflicts, compromises, agreements, etc. These stories need to be packaged and shown to the audience in a way that they can easily understand. Packaging involves putting the relevant visuals in logical order and creation of interesting and logical narratives by the programme makers. Most stories on a news bulletin should have a simple structure.

- These reports should have an **Introduction**. The introduction will usually answer some of the five Ws: Who, What, Where, When and Why? It might even raise the question of how it happened. But one important element should be kept in mind — it is not to give away all the important detail as answers to these questions. If this

factor is not taken into account then there would be little point continuing with the story. So the introduction may leave some of these questions unanswered and also may well pose several **Questions** or describe significant **Problems** that need exploring. At times an introduction needs to be a bit more sophisticated, it should provide the answers to WHAT, WHO and WHERE, but tactfully leave the WHY and HOW- to be answered in the main report. However, it is not a fixed formula. Introduction will depend on the nature of the story.

- The introduction of the report is followed by the **main body** of the report in which the answers to some or all of these questions are elaborated. Part of this elaboration will be contained in the visual images that provide the evidence that the story is genuine.
- The final part of the report is the **conclusion**. Here the loose ends of the story are tied up bringing the story to a close. But it should be kept in mind that all conclusions may not be neat and sometimes they may end with more questions.

One can observe a certain **consistency, predictability** and **universality** in the structure of a television news bulletin across the channels in different states or even countries. Its structural and temporal frames are predetermined not only by the regularity of its appearance (daily programmes, fixed timing, relatively stable time duration), but also by its focus on certain **categories of events** - human interest, politics, economy, social issues, sports, etc.

The process of communication begins with **opening** and **headline sequences**; then it is further developed in a news items complex, that is, it is either divided into sections or it forms one whole, and the communication finishes with the summary of the main issues and a **closing sequence**.

There are several news items in a bulletin. Prioritisation of news item in terms of placement and time duration follow the **principle of relevance.** It means that more important news items are placed first and are longer. Many of them also appear in headlines or in news reader's abstracts. In addition, the **ordering of items** may be affected by the working

of other rules, for instance, criteria of foreign and home, content preference and others. In particular, attention is paid to the first and last items of a bulletin. The importance of the first item may be highlighted by including it in all headline sequences and at the same time its content/character/angle can also reveal the values of the producer/news channel. As uncovered by a number of British researchers and analysts, the final item is seldom negative or disturbing. Although diversity in content and form is typical for the central part of a **news items block**, some pieces of information are held back to the final part that covers sports, light/off beat events and rather positive human interest stories.

You may have noticed that headlines of a news bulletin are often repeated at the end. It is intended to help the viewer who may tune in while the broadcast is already on the air and may thus miss the headlines at the start. It also helps the newscaster to recapitulate (recap) and sum up important stories and indicate to the listener that the newscast is now nearing the end.

The arrangement of items in a bulletin requires considerable skills and editorial ability. We have to keep in mind that a bulletin is more than the compilation of the news items. A news bulletin has a character of its own.

In practical terms, different stories on a broad subject domain have to be integrated as much as possible. For example, all stories about a major national development or an important international event have to be taken together, as far as possible. They have to be brought together and made into a compact form. This is to be done in such a way that after the main news in the story, the reactions, repercussions, comments, along with any offshoots or sequels, are arranged in a logical and interesting manner.



Lead story : The most important story of the bulletin.

Let us suppose that there is a story about India winning the last of the three test matches against Australia and thereby winning the home series 2-1. This series win has come after 24 years. Obviously there is a lot of excitement among the Indian fans about this win. Now, the news of this win will naturally be the **lead story** of the bulletin wherein the statistics will be provided and the scores would be mentioned. Information like who was adjudged the man of the match and man of the series will be given.

The story will also say that this series win has come after 24 long years. After this story, several related stories will also follow wherein comments of the cricket experts, reactions of the fans, family members of the cricketers reacting to the win in their respective hometowns etc. will be accommodated. Immediately after this, an analysis of the match might also follow wherein the anchor will discuss the significance of the win with a cricket expert and dissect the match to discuss the turning points of the game. Finally, the anchor will sum up the situation both on and off the field as a result of this historic series win by India.

In newspapers, all these stories would be different items, with separate headings and placed alongside the main story or even separately on different pages. But it is not so in television (or even in radio). In television, one has to bring all the related stories together in the form of a roundup, avoiding unnecessary repetitions and reducing the less important stories to the barest minimum so that the overall story is not too long. Yet it should be as comprehensive as possible.

This arrangement is called for when there is a major story to be handled. Even otherwise, related items should be grouped together. But one has to be careful while doing so and understand the individual significance of each story and examine if stories that are loosely connected can be grouped together or not. For example, suppose there is a major story about India approaching the International Atomic Energy Agency (IAEA) in Vienna, Austria to convince the Nuclear Suppliers Group (NSG) of countries about its civil nuclear programme and you have another story of an Austrian cultural delegation arriving in New Delhi to perform at the India Habitat Centre as part of a cultural exchange programme. In such cases, it is not necessary to place the second story alongside the major item. If there is time you can put it separately later in the bulletin.

In newspapers reporters have assigned beats (subjects/areas they cover). In most of the large news channels reporters have been assigned beats. Like some newspapers have editors looking after particular subject (Business Editor, Current Affairs Editor, Features Editor, Sports Editor, etc.), news channels have different producers looking after different content area.

Some may deal with **accidents and conflicts** involving stories of accidents, disasters, strikes, demonstrations, terrorism, and various problems. The second group may deal with **politics** (issues of politics and diplomacy). Some producers may deal with **economic matters**, some with **social matters, culture, sports, etc.** Channel management decides on the specific content area and the number of producers handling an area, depending on the editorial policy of the channel.

Television news is very often labelled as very personalized and individual centered. It means larger problems and issues are depicted through the portrayal of an individual's personal story. At times, it fails to portray the larger dimension and complexities of the problem/issue. Then there is the growing tendency to **sensationalise** and **dramatise** events to attract the attention of the audience. Often it crosses the border of reality and enters into the arena of fiction. The growing tendency to put more importance on entertainment is another area of concern in television news. Not only more items on entertainment-world are finding space in mainstream news, the form of news is also changing to put in more entertainment quotient. These, of course are not exclusively Indian phenomenon. It is happening all over the world. Market is taking its toll on the way news has been perceived and presented.

The content of television news displays a certain pattern in news selection. The process of picking a particular event as a newsworthy element is directed by a set of criteria defined by **Galtung & Ruge** as **news values**, and described by **Fowler.** The news values reflect organisational, genre-related and socio-cultural factors participating in news selection. Also, he offers twelve titles and more specific names for them:

- frequency
- threshold
- absolute intensity
- intensity increase
- unambiguity

- meaningfulness
- cultural proximity
- relevance
- consonance
- predictability
- demand
- unexpectedness
- unpredictability
- scarcity
- continuity
- composition
- reference to elite nations
- reference to elite people
- reference to persons
- reference to something negative (Fowler 1991 : 15-16).

The **frequency** factor suggests that events happening within 24-hours production time are likely to be reported. The **threshold** takes the size of the event (large-scale, major events) into consideration, and the **unambiguity** of an event guarantees its selection. **Meaningfulness** is influenced by geographical, historical, cultural closeness, whereas **consonance** reflects what people expect to happen, or want to happen. If the **unexpectedness** of the event gets it selected as newsworthy one, then **continuity** is a factor backed by the event already found in a previous bulletin. The **composition** of the whole bulletin decides on the newsworthiness of one item, being part of the whole. **Reference** to elite nations and to **elite people** depicts media interest in powerful and popular elements. **Reference to persons** provides a space for identification with the individual person's experience and fate. **Negative** events generally attract more attention than positive ones.



CHECK YOUR PROGRESS

Q.11 : What are the three main parts of a television news story?

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Q.12 : What are the five Ws that the introduction usually answers?

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Q.13 : What part do visual image play in the news story?

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ACTIVITY 12.1

a) Watch the television news bulletin at nine on NDTV 24X7. What are the different parts of the bulletin?

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b) Find out which issues are being covered in that bulletin and in what chronology.

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12.6 NEWS PACKAGE

A news package is a type of storytelling that is found on television newscasts. A complete news package consists of a pre-produced story that includes reporters, videos , sound bites and standup (piece to camera). A package is a self-contained taped news report. At the time of news broadcast, usually the news anchor reads an introduction live after which the pre-recorded story is shown.

Mere reporting of an event and capturing in video cameras do not result in a news production but many other factors are employed in making it presentable. A news report consists of interviews, visuals and the reporter's voice and this assembled product is known as a package. A package is the way most reporters tell their story. It is generally anywhere from a minute to three minutes depending on the time the producer gives the reporter. The time can vary depending on what the story is about, the amount of good video and interviews that the reporter has. The reporter has to write the story, pick what parts of interviews will be used, decide on the video and then have the whole script approved by the producer. This process takes a lot longer than it appears on the newscast. The person who actually gives shape to a news story in coordination with a fast hand at the editing machine is known as the video editor.

A common part of a news package is the appearance of a reporter talking into the camera. This is called a "standup" or piece to camera because the reporter is often seen standing in front of the camera at the scene of the story.

In the case of magazine-style news programming, packages can be 20 minutes or longer. This type of news presentation is best for complicated stories or ones that have multiple interviews.

A good package– essentially pre-recorded reports featuring interviews and sound effects– will grab the listener's attention and tell the story in an entertaining and creative way.



Cutaway : A shot which is inserted in the middle of another continuous shot.

12.7 WRITING FOR VISUAL AND PRESENTATION SKILLS

PREPARING NEWS COPY :

Television news presentation is an audio-visual presentation where the language and style of the news should be such that it conveys the thrill and excitement, the urgency and pathos of a given event.

Preparing a news copy is something reporters are engaged in, day in and day out. Though it may appear to be a normal, everyday thing to do, it is actually a very challenging job. The process begins the moment a reporter is assigned to cover an event. He visualizes the news story before he starts shooting the event. It is not only enough for him to record the incident and report it on screen. He has to coordinate with the cameraperson and allied staff (light men etc) to get the necessary visuals. Again he has to think about 'angle' for the news story. Finalizing the 'angle' means deciding from which perspective to look at the incident because a single event can have various dimensions.

Once these preliminary decisions are made, he records the event. Covering an event implies its coverage both in audio and video forms. Different shots of the same action are taken, from different angles so as to convey the desired meaning. It is also important to include extra shots which can be used as **cutaways** in editing. Cutaways are extremely important and an absolute necessity. Remember, your story will be broadcast over the TV Channel. In case the channel decides to take a stance and set an agenda that involves your story, the anchor will have to speak at length using your footage. If you don't have enough footage, the channel will have to show the same footage over and over again, as we see in today's news

bulletins. That is why, along with the basic footage, cutaways are equally important. For example, if you are interviewing a street vendor or a shopkeeper where something has happened, or a shopkeeper who has been looted by the local goonda, don't stop with interviewing the shopkeeper and the employees or shooting the broken showcases, furniture, etc. Take footage of the street, the other shops, establishing the locality. If time permits, go ahead and shoot the approach road to the shop and interview some neighbours. This allows the channel editors to build up the story for broadcast, making it more interesting for the viewers. Audio is recorded in the form of ambience (natural) sound, sound bites of relevant people of the event and piece-to-cameras (PTCs) of the reporter.

Bridge PTC : This kind of PTC is used when it is not possible to show something visually, or when the reporter wants to show the scene of action. Bridge PTC can also be used when there is a diversion in the story.

Finally when the shooting is over, the reporter comes back to the office and may either do the editing of the news story himself or take the help of technical editors who are specially engaged for the purpose of editing.

But before the actual editing can begin, the reporter has to prepare a news copy. While writing copy based on the report gathered, the script writer/reporter should examine the following points:

- Story points : What are the things that need to be highlighted
- Pictures : See if relevant visuals are present and if not, how to make do with the existing footage.
- Narration, referred to as Voice-overs (VO), and bites also known as Sound–on-Tape (SOT) : This is the audio that describes the related pictures.
- Hand out materials such as press release : These are materials that are provided by the PR personnel engaged in the event. These help decide on the 'angle' of the story besides providing valuable background information.
- Time allotted : A news story can run for 30 seconds or continue for several minutes. The time available for the news story is a key factor in deciding the content of the news story.

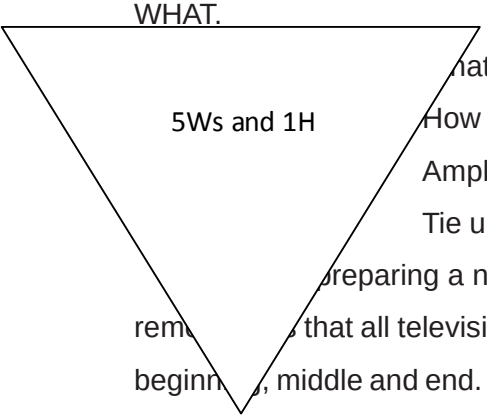
As far as the general structure of a television news story is concerned, most news channels follow a definite pattern. However unlike the inverted pyramid style of a print news story the TV news story follows a

straight line or chronological order. The five Ws and one H are answered in each sentence. The sentences of broadcast media are much smaller than the print media news stories. The script writer follows the rule of giving one idea per sentence.



PRINT **BROADCAST**

Writing Styles for Print and Broadcast Media



You can condense the formula for TV news story into the acronym WHAT.

- hat happened
- How did it happen
- Amplify the introduction
- Tie up loose ends

reparing a news copy, the first important thing you need to rem that all television news stories have three different parts - the beginn , middle and end. If you carefully watch how news is presented in all television news channels, you will notice these three different parts. Let us discuss briefly about these three different parts.

Wire copy : News coming in from news agency or wire services.

The Beginning : You don't need a pen or keyboard to begin writing a television news story. You do need an organized mind and knowledge of your viewers' interests and concerns. Before you put the first word on paper or enter the first sentence in your computer, you will think about the story and its effect on viewers' lives.

- **What's In it For Me? :** When writing the beginning of a news story, find a WIFM for your story or What's In it For Me? It is the question you should imagine every viewer asking. When you are faced with

a news story, ask what's in it for your viewers. Viewers will not listen to or watch for long a story that does not affect them. Finding a WIFM helps news writers know which information should be included in and omitted from stories and hence stay focused.

- **Focus :** The focus of your television news story is the point or points you want viewers to understand. If you are using **wire copy** as a source of information for a story, your job is to choose from the wire copy information that will interest your viewers. You put that information into context by defining a focus.
- **The Lead :** By asking a WIFM you define a focus. You separate information that should be included in a story from that which shouldn't. You have a general plan for the direction your story will take based on your viewers' interests and concerns. Now you are ready to pick up a pen or sit at a keyboard.

  The first sentence of a television news story is called its lead. Television news stories need to hook or grab viewers' at the very beginning and pull them into the story. They need to start strong. They need a good lead. The lead is the most important sentence you will write.

  In searching for a strong lead, don't exaggerate the story. Don't distort or misinterpret it. Do look for the most compelling way to draw viewers into the story. Your first sentence may determine whether viewers stay tuned.

The Middle : A television news writer starts strong with a lead that grabs or hooks viewers. It is the "sell", which means you sell the story through the lead. Then the writer delivers the goods, following the lead with the "tell". You know about the 5Ws and H. These are the six questions journalists traditionally strive to answer in their stories. Your job as a television news writer is to answer questions. This can be done in the form of a voice over that narrates the story over relevant visuals interspersed with related sound bites. In this part of the news story, the reporter can make an appearance in the form of a **Bridge PTC**.

All journalists strive to answer the basic questions. But print and

wire copy writer have a luxury television news writers do not – the luxury of time. Print and wire copy stories can fill paragraphs and pages with detailed answers to readers' questions. Television news stories must be short to keep viewers' attention. How long does it stay interesting to you? Time constraints on television news stories virtually guarantee writers will be forced to cut some information.

What is acceptable information to leave out of your television news stories? How much is too much to leave out? As you become more comfortable writing news stories, you become more confident of the decisions you make about including and omitting information. As you come to know your viewers better, you come to recognize the information that will interest them. As you better educate yourself about the top issues affecting your viewers, you become better able to recognize the information that impacts and relates or adds context to those issues.

The End : In this part of the news story, the news writer puts an ending to the story. He may do this in different forms. The reporter may summarize the entire story by a personal appearance before the camera in the form of a PTC or may even end it in a Voice Over. The news story may even conclude with a promise to the viewers to bring more information in subsequent stories. For example: "We'll continue to follow this story and will bring you all the details"; or "We'll update you on this story as details become available." However, it should be remembered that false promises are dangerous and should be avoided.

Basics of Film Making : Along with the above skills it is important that a TV News reporter learn the basics of film making. Even though in many cases, a cameraman accompanies a TV Reporter, it is the duty of the TV reporter to direct the cameraman as to how a shot is to be taken, the angel of the camera, the types of shots that have to be taken. Sometimes, an OS (Over the shoulder shot) is better while conducting an interview. At the same time a low angel shot may look odd if a reporter is interviewing a criminal. A shot against the light may give a bad picture, wheras in certain cases, a silhouette may add effect to the story.

Above all, one must remember that along with social responsibility,

media is a business and a reporter can earn name for herself if she is able to give visually good footage along with a good story. Whatever the logic behind it, good TRP rating always boosts the earnings of a TV Channel and it would be the duty of a reporter to think of contributing towards it.

LET US KNOW

Six steps to news copy preparation :

1) Understand the news-worthiness of an incident.
2) Grab the story line and then proceed for collecting facts through research / interview / dialogue / documentary / archive etc.
3) News judgement intuitions and writing skills should then be applied.
4) Determine the essential elements of information of the press release or report. Always use the Ws and H formula and organize the elements in order of importance.
5) The lead should be written with only one important feature.
6) The rest of the details should be placed in the order of diminishing importance.

RULES FOR WRITING FOR TELVISION :

Here are a few rules to follow while writing news for television.

1) Write in conversational, informal style.
2) Be specific, simple and direct. Vague, generalized action or information tends to be confusing. The first requirement for writing news for broadcast is clarity. Understanding must be immediate.
3) Avoid flowery language.
4) Be brief. Each sentence, ideally, should contain only one idea or image. Give them a unit of information at a time. If you give them too much information all at once, they can't take it in.
5) Use appropriate words. Keep a dictionary and a thesaurus handy. Make use of it at the slightest instance of doubt.
6) Be sure you know the meaning of the words you use. Be aware of fine distinctions in words. (example: difference between "says" and

"claims").

7) Choose words that are familiar to everyone in the audience. Do not use technical jargons unless absolutely necessary.
8) Write in present tense and active voice.
9) Do not bombard the viewer with huge numbers and figures. The fewer the figures, the better. Round off wherever possible, except in cases where the exact number is significant.
10) Spell out figures from one to eleven. Use numerals for 12 -999. Use hyphenated combinations of numerals and words for figures above 999. (Example: 33 - thousand.)
11) Avoid errors in writing the script. A news script with grammatical errors is difficult to read and could land the news anchor in very awkward situations.
12) Underline words that require special emphasis or words that may be difficult to pronounce. In case of difficult pronunciations, particularly in case of names of people and places write down the pronunciation also beside the word.
13) Never split words or hyphenated phrases from one line to the next.
14) Avoid abbreviations, except in cases where the abbreviation is more popular or better known than the
15) Cross-check facts for accuracy before you write.
16) Identify all people clearly. Be careful while using attribution. Don't end a sentence with attribution. It should always come at the beginning of the sentence. (Example: Don't write **"……", the Prime Minister said**. Instead write **The Prime Minister said, "……"**)
17) Don't begin a story with a person's name unless the person is famous. Use a "qualifier" to introduce the person. Include the name later. (Example: Chairperson of the company, Prakash Das)
18) Use complete name in the first reference, thereafter use just the last name or first name.
19) Omit doubtful names and places if they are not meaningful to the story.

20) If age must be mentioned, the age has to come before name. (Example: The victim, 21-year-old Rob Roy.)

21) Use direct quotes carefully and sparingly. It is better to use sound bites. If sound bites are not available on tape, and it is unavoidable to use a direct quote, then set it off with such phrases as: “In the words of..” “As he put it...” or try to paraphrase as much as possible.

22) Avoid use of the word ‘meanwhile’. Most news channels make indiscriminate and liberal use of this word, which is incorrect. Use it only when a close relationship exists between subject matter and intervening time.

23) Grab the audience’s attention by writing a strong lead.



CHECK YOUR PROGRESS

Q.14 : Write the basic rules of writing numbers in a television news story.

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Q.15 : Write the basic rules of writing titles and names in a television news story.

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Q.16 : Unlike the inverted pyramid style of a print news story the TV news story follows a ..... or chronological order.

Q.17 : What is a bridge PTC?

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Q.18 : What are the 5Ws and 1H?

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ACTIVITY 12.2

a) Prepare a television news copy on an important happening in your locality. Use the basic principles of writing a television news story keeping in mind its three different parts.

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b) Rewrite the following passage into a television news story using the basic guidelines of broadcast writing that you have learnt :

New Delhi, Jan 18 (PTI) : The Government's decision to reduce troops in Jammu and Kashmir was open to review "as and when the situation demands", Defence Minister Pranab Mukherjee said today.

"The decision was taken in the context of a particular situation. It is always subject to review. If the number of infiltrators increase or the situation deteriorates, of course there will be a review of this decision," he told reporters after an Investiture Ceremony of the National Cadet Corps (NCC) at their Republic Day camp here.

To a question on recent terrorist attacks in Jammu and Kashmir, he said the decision would be reviewed "as and when the situation

demands" but these attacks "are not enough reason''.

Observing that the prevailing levels of infiltration has gone down, Mukherjee said the terrorists always chose major national events like Republic Day or Independence Day or the visits by certain foreign dignitaries to grab world attention.

The Defence Minister said India has been consistently emphasizing that Pakistan President Pervez Musharraf "should stick to his own commitment" that Pakistani soil would not be allowed to be used for terrorism and anti-India activities.

Maintaining that militancy depended on the logistical support provided to it, he said the current reduction in cross-border infiltration of terrorists was "mostly due to fencing and stepping up of vigilance by security forces".

To a question on the confidence-building measures (CBMs) with Pakistan, Mukherjee said it was unfortunate that "continuous and unabated support" was still being given to militants by that country.

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12.8 LET US SUM UP

- Newsgathering is a specialized area and it requires special skills to provide news up to the minute.
- News Editor is the *de-facto* captain of the concerned news channel and is responsible for all news telecast by the channel.
- The news producer (NP) is the person who collates and packages stories from various sources for a bulletin.
- The chief reporter or assignment editor instructs reporters and camerapersons to cover specific events and also assigns the reporters specific beats.

- The cameraperson operates the camera to cover an event. The cameraperson either works on his or her own or with instructions from the reporter to cover different parts of an event.
- Stringers are basically hired reporters who even supply the visuals of an event which has occurred at a place where the station's correspondent or reporter could not reach.
- The person who actually gives shape to a news story in coordination with a fast hand at the editing machine is known as the video editor. The video editor edits the video inputs from the reporter in accordance with the latter's story/script.
- The voice-over artiste provides background commentary for the news story, that is, records the voice-over for the editor to shape the story.
- The person who reads out the news stories in the newscast is known as the news anchor or newscaster.
- The technical editor is responsible for putting together different shots and audio to create a news story and then combining various news stories to create a news bulletin.
- The multi-media producer (MMP) in a TV news channel ensures that all stories are written for the channel's website and updates it on a regular basis.
- Putting together a television news broadcast involves research, writing, interviewing, recording the visuals and editing, before the actual show.
- Sound bite is a brief video tape with a recorded comment or short interview.
- The most important story of a news bulletin is known as the lead story.
- A complete news package consists of a pre-produced story that includes reporters, videos, sound bytes and standup (piece to camera).
- Television news presentation is an audio-visual presentation where the language and style of the news should be such that it conveys

the thrill and excitement, the urgency and pathos of a given event.

- A TV news story has three parts – introduction, main body and conclusion.
- A television news bulletin or newscast is a regularly scheduled television program that reports current events and affairs.



12.9 FURTHER READING

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12.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : News Editor.

Ans. to Q. No. 2 : The technical editor is responsible for putting together different shots and audio to create a news story and then combining various news stories to create a news bulletin. He/ she should have the knowledge of appropriate editing techniques as well as good news and aesthetic sense.

Ans. to Q. No. 3 : Multi-tasking is definitely an important quality of a news

reporter. It means juggling different works and having the capacity to work under adverse situations. These days reporters are expected to shoot and report the story for television with some help from other technicians. Further, they are also expected to edit their stories and transmit them to the channel's newsroom.

Ans. to Q. No. 4 : Weathercasters are talents who present weather and sports reports with inputs from the meteorological department.

Ans. to Q. No. 5 : The multi-media producer (MMP) in a TV news channel ensures that all stories are written for the channel's website and updates it on a regular basis. The MMP is also responsible for images, graphics and illustrations and all other content on the website.

Ans. to Q. No. 6 : 90 secs to 120 secs.

Ans. to Q. No. 7 : News bulletins usually have a dramatic opening with music and assorted shots, called montage. Every channel has its unique opening music and montage. This is called signature tune or signature music. It helps the viewers identify the news bulletin.

Ans. to Q. No. 8 : Editing is of prime importance in television news since the way a story is edited can change the context of the news. There is a lot of scope for manipulation in editing. The editor should, therefore, maintain professional integrity and must not engage in unethical practices.

Ans. to Q. No. 9 : PTC or Piece-to-camera is a unique element of TV news where the reporter talks to the camera on location in order to explain, simplify or narrate something that cannot be visually shown.

Ans. to Q. No. 10 : ENG or Electronic News Gathering is news gathering which relies on videotape or digital equipment, as against the earlier method of newsgathering where reporters collected TV news with traditional film cameras.

Ans. to Q. No. 11 : Most stories on a news bulletin have a simple structure :

- They have an Introduction. This will usually answer some of the

five Ws: Who, what, where, when and why. It might even raise the question of how it happened. Of course, if the introduction answers these questions in too much detail, there would be little point continuing with the story, so the introduction may leave some of these questions unanswered and also may pose several Questions or describe significant Problems that need exploring. Sometimes an introduction will be a bit more sophisticated, telling us the answers to the WHO and WHERE questions, but leaving it up to the main report to answer the rest –WHY? HOW? WHAT?

- Then there is the main body of the report in which the answers to some or all of these questions are provided and elaborated. Part of this elaboration will be contained in the visual images that provide the evidence that the story is genuine.
- Then there is the conclusion. Here the story is brought to a close and loose ends are tied up. Of course, not all conclusions can be conclusive. It may raise more questions or open avenues for further probing into a problem.

Ans. to Q. No. 12 : The five Ws are: Who, what, when, where, why.

Ans. to Q. No. 13 : Visual images are the main components of a TV news story. It adds meaning and authenticates whatever is being said, apart from keeping the viewers hooked.

Ans. to Q. No. 14 : When writing numbers for television news, the following rules should be kept in mind:

- Spell out figures through ELEVEN. Use numerals for 12-999. Use hyphenated combinations for numerals and words above 999. (Example: 33 -thousand.)
- Round off numbers unless the exact number is significant.
- Use “st,” “nd,” “th,” and “rd” after dates, addresses and numbers to be read as ordinary numbers. (Example: “2nd Street,” “May 14th”)

Ans. to Q. No. 15 : When writing *titles and names* for television news, the following rules should be kept in mind:

- Titles precede names.

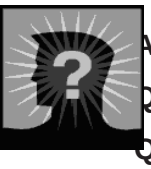
- Use complete name in the first reference, then last name OR first name thereafter.
- Omit obscure names and places if they are not meaningful to the story.
- Use phonetic spellings for difficult pronunciations.
- In age reference, precede the name with the age. (Example: The victim, 21-year-old Rob Roy.)

Ans. to Q. No. 16 : Straight line.

Ans. to Q. No. 17 : Bridge PTC is a kind of PTC which is used when it is not possible to show something visually, or when the reporter wants to show the scene of action. Bridge PTC can also be used when there is a diversion in the story.

Ans. to Q. No. 18 : 5 Ws — Who, What, When, Where, Why and How.

12.11 MODEL QUESTIONS



A) Very Short Questions

Q.1 : Who is said to be the *de-facto* captain of a news channel?

Q.2 : Are stringers permanent employees of TV station?

Q.3 : Is there any basic difference between a news report and a news package?

Q.4 : Who is a newscaster?

Q.5 : What is a wire copy?

B) Short Questions (Answer each question within 150 words)

Q.1 : What is the role of a News Editor in a news channel?

Q.2 : What is the importance of editing in TV news?

Q.3 : A TV journalist has to speak in the language of television. Why?

Q.4 : Why is it necessary for a TV news reporter to learn the basics of film making?

C) Long Questions (Answer each question within 300-500 words)

Q.1 : 'Newsgathering is a specialized area and it requires special skills to provide news up to the minute'- Explain.

Q.2 : What are the characteristics of TV news reports?

Q.3 : What factors came together to promote the development of news channels in India?

Q.4 : What is the scope of television news in India?

Q.5 : How has the advent of ENG changed the entire face of TV reporting?

Q.6 : What are the salient principles of writing news for television?

Q.7 : How and why do you think there has been a steady decline in the quality of television news content?

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UNIT 13 : CURRENT AFFAIRS PROGRAMMES AND DOCUMENTARIES

UNIT STRUCTURE

13.1 Learning Objectives

13.2 Introduction

13.3 Different Types of TV News

13.4 Panel Discussions, Interviews, Documentaries and Current Affairs Programmes in TV

13.5 Let Us Sum Up

13.6 Further Reading

13.7 Answers to Check Your Progress

13.8 Model Questions

13.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- categorize different types of television news
- describe what is a panel discussion
- explain the concept of interview
- discuss about documentary and current affairs programme.

13.2 INTRODUCTION

In the previous unit we have introduced you to the basics of television news, its characteristics and the different elements that go into the making of a television news bulletin.

In this unit you will learn about different types of news and current affairs programmes including interviews and panel discussions, etc that form the bulk of content in a television news channel. Most major news bulletins on TV hold panel discussions on the important news item/s of the day. Interview can either be conducted as part of news item or as a separate programme.

All these will be discussed in the following sections.

13.3 DIFFERENT TYPES OF TV NEWS

We have discussed in previous units that newsworthiness attributes to an event on the basis of a relatively stable set of news values. Individual news items differ in **categories** and genres. The categorisation of items into **foreign and home news** applies the criterion of location of the event. Foreign news is any event that is happening abroad while home news involves something going on in the broadcasting country. Similarly news can also differ in terms of content, like sports news, political news, business news, etc.

News on television can also be categorised in terms of its presentation mode. There could be **verbal news or read news** (read by news reader, no visuals present apart from studio setting), **audiovisual news** (read by Voice Over and dynamic elements of visual mode are in operation) and **combined news** (either news reader plus still picture, or Voice Over and map, scheme, diagram covering whole screen).

Also, when the composition and participation of institutionalised and accessed voices are taken into account, four sub-genres of news are recorded: **flash news** (very short, usually read by one voice, no commentary present), **extended news** (one institutional and one assessed voice, usually news reader or news reporter and witness), **commented or personified news** (either reporter comments on issue from the location), and **reportage news** (very dynamic, investigative camera and reporter on location).

The second genre**, report**, if compared to that of news, is in its length more extensive and also broader in coverage of the event. Usually after news reader's abstract of main information, the reporter reports from the scene, then a third party is interviewed or talks, and reporter provides further insight. The report is always **audiovisual**. The third identified genre is **feature**, regularly **audio-visual**, and found in four modifications: **critical, portrait, occasional and reflective**. It carries elements of feature as a genre in film and press journalism. In its content, specific event, important personal matters or issues are analysed, assessed and generalised. Different from news or report, it reconstructs and interprets some known significant event.

Graber (1994) offers another labelling of news items by four main categories combining **duration and content criteria**. The first genre of **high drama story** focuses on conflicts and accident of larger scale (for instance terrorist bombing, floods, and large accidents, etc.). **Routine stories** with deficiency of obvious high drama elements cover issues of politics and diplomacy, social and legal matters, economic and political stories, and symbolic activities. They sometimes cover conflict or accidents but their impacts lack the scale of that of high drama stories and are usually without dramatic consequences. **Feature essays** are considerably longer with content usually dedicated to social and cultural issues/events. The last in **Graber**'s (1994) genre is the **story snippet** of usually less than 21 seconds in length. It provides very short account of event with either routine story content or high drama story character.



CHECK YOUR PROGRESS

Q.1 : What are the three basic genres of news items? What is the difference between them?

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Q.2 : What are the different kinds of news according to the differences in participation of verbal and visual modes?

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ACTIVITY 13.1

a) Discuss the proportion of foreign and home news items in individual news bulletins of any news channel.

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b) Watch a news bulletin on Television and observe the following. How does a news bulletin keep the watcher hooked? What stories are kept in reserve and hinted at to ensure that viewers do not desert the show during the commercial break?

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13.4 PANEL DISCUSSIONS, INTERVIEWS, DOCUMENTARIES AND CURRENT AFFAIRS PROGRAMMES

Panel Discussion : In 'panel discussion' a group of specialists discusses and debates an issue/event from different angles and perspectives. Panel discussion is made if an issue is too complex for one person to handle. It also provides the audience different viewpoints.

Panel discussions, however, differ from team presentations. The purpose is different. In a team presentation, the group presents agreed-upon views while in a panel discussion, the purpose is to present different points of views. Also in a team presentation, usually speakers stand as they speak; in panel discussion, usually speakers sit the whole time.

Technically, a panel discussion consists of questions and answers only, and a symposium consists of a series of prepared speeches, followed by questions and answers. The compere must introduce the subject, conduct questions, monitor time; as a whole conduct the programme. The compere must see that all panel members get equal opportunity to put

forth his/her view. He/she must ensure that no panel member dominate the show. The compere must not show his/her personal bias in relation to the subject of discussion. At the end the compere should summarize the discussion and thank the panel members.

One of the advantages of panel discussion is that it offers multiple perspectives and view points to one issue. The issue at hand is looked at and scrutinized by all the members present in the panel. It is very often a rule in panel discussions to include people from conflicting schools of thought so as to offer different viewpoints/arguments. It is then left to the audience to accept or reject the conflicting viewpoints/arguments. Panel discussions are increasingly being held by news channels on socio-political issues. For example, during the recent debate on the Indo-US Nuclear Deal, most news channels aired panel discussions where political leaders from various parties and experts from various related fields were given the opportunity to voice their opinion and to convince the viewers on their respective standpoints. By principle, the compere or the anchor of the show does not take sides with any party but summarizes the different viewpoints for the benefit of the audience.

Television Interview : The word 'interview' comes from the French and means, roughly, ' to see one another.' Interviews fill a great many hours of every broadcast day. Some are brief, such as 10-second news broadcast actuality or sound bite. Others are longer and make up the substance of hour-long talk programmes. Interviewing eye-witnesses at the scene of a fire, an airplane crash or similar event for news broadcast is only one aspect of news-gathering by reporters; on the other hand, conducting interviews and discussions with guests is the chief activity of hosts of talk and interview shows. This section is devoted to practices and techniques appropriate to television talk shows.

Some interviews are essentially question and answer sessions, often with controversial guests. Many are single-subject interviews on topics such as health care or illegal migration. Other interviews are essentially conversations that may involve bringing out interesting or amusing anecdotes from famous guests. Each type demands a special technique determined by purpose.

Every interview must have at least one clearly defined objective, and it is important to determine that purpose before beginning. Some interviews – especially those with outstanding storytellers-are meant to entertain and require a light hearted approach. When you interview a gifted teller of anecdotes be prepared to let the guest narrate humorous or otherwise entertaining narrative with little interruption.

Establishing the purpose of an interview before starting it is one of the most important decisions you can make as a talk show host. When you interview a writer who has a book to promote your aim should be to explore in an engaging way the most interesting, amusing, controversial, or noteworthy parts of the book. You may also provide your viewer with enough information about the book so that he/she may buy it and at the same time keep the interview from becoming a puff piece for the author. Interview on serious social problems should be geared to providing useful information on critical issues and should be approached with a serious, but not sombre attitude.

Interviews for News and Current Affairs can be classified into:

1) *Interview for a Story :* These are interviews that are included in news stories. The entire interview is not used here but only those portions that are related to the story. It is mainly used to elicit sound bites for a news story. The face of the interviewer is usually kept out of the frame.
2) *Interview as a Story :* Usually much longer than the sound bite, here the focus is on the interviewee. Hence the treatment is different. Usually it follows an 'introduction, question-answer, conclusion' pattern. The interviewer also appears on the frame.

Conducting interview on television is not an easy job. It requires thorough preparation. You need to keep the following in mind before conducting an interview on television.

Research : There is a need for in-depth research for interviews. That's what makes the interviewer confident and focused and the interview interesting.

Focus : Research however has to be carefully utilized. Be sure of what you want from your interview before you start. Tailor your questions to that end.

Open Ended Questions : To get a good quote the question should be so phrased to get a complete answer. A question that gets just a "Yes" or "No" answer is to be avoided. Sometimes it helps to add a why, how or what to your question to get such a quote. Some interviewers even go to the extent of briefing an interviewee about what they are looking for. That is not always desirable because the spontaniety in the interview is lost.

Example :

Closed Question : Are you against your party leader's new economic policy?

Answer : Yes.

Open Ended Question : Why are you against your leader's new economic policy?

Although in most cases Open Ended Questions helps to get a good quote, with a reluctant interviewee only closed questions work better.

Leading Questions : A leading question will gain an obvious answer. They could be used to corner an interviewee who is avoiding giving a direct answer. For example, "Don't you think this is too trivial an issue to have an internal squabble in the party?"

Hypothetical Questions : A hypothetical question can be used to explore an organization or a person's thoughts or ability in an unforeseen situation. For example, "How prepared is your government in case an earthquake occurs again?"

Probing Questions : A probing question will help tease information and thoughts from the interviewee. This helps when doing an investigative story. For example, "What do you mean by helping the family of the kids when you are actually forcing them to work for such a meagre salary?"

Prompting Question : A prompting question is a sympathetic one which will help the interviewee formulate an answer which is close to the questioner's requirements. For example, "Tell me a bit about it, how you got here, how long it took and what you thought of the transport system?"

Using the right question format at the right time will obtain more information and make the interviewee relaxed. It leads to constructive interchange and gives the person asking the questions more control over the situation. In short, for conducting a fruitful interview:

1) Formulate right type of questions
2) Always consider what the object of the interview is.
3) Choose the right question format.
4) If the answers are not developing properly, change the format.
5) If the interviewee is nervous or anxious use prompting questions.

Current Affairs Programme : Current affairs programming is defined as: A programme which contains explanation and analysis of current events and ideas, including material dealing with political or industrial controversy or with public policy. Also included are investigative programmes with contemporary significance.

A current affairs programme could be one of the following:

1) *News :* The stories are of short duration and could range from as little as thirty seconds to two and a half minutes on an average. A news program has different styles of reporting news which would also be mentioned later in the lesson.
2) *News Magazine :* These are programs whose aim is to take it beyond where the news left. Such programs not only report but also analyze the events.
3) *Debates :* Debates are also used to discuss a current event. Generally, the major events are debated by important people. NDTV has a programme titled 'Big Fight', whose content is nothing but debate.
4) *Talk Show* : It could be defined as 'a broadcast show with a format arranged around interviews conducted by a host. The interviewees may be celebrities, or members of the viewing or listening audience.' NBC's *Tonight Show, We the People, Oprah Winfrey's Show* etc are familiar examples of television talk shows.

The television talk show is, on the face of it, a rather strange institution. We pay people to talk for us. Like the soap opera, the talk show is an invention of twentieth century broadcasting. It takes a very old form of communication, conversation, and transforms it into a low cost but highly popular form of information and entertainment through the institutions, practices and technologies of television.

Documentaries : Documentary film is a broad category of visual expression that is based on the attempt, in one fashion or another, to "document" reality. Although "documentary film" originally referred to movies shot on film stock, it has subsequently expanded to include video and digital productions that can be either direct-to-video or made for a television series.

The word "documentary" was first applied to films of this nature in a review of Robert Flaherty's film Moana (1926), published in the New York Sun on 8 February 1926 and written by "The Moviegoer," a pen name for documentarian John Grierson. Grierson's definition of documentary as "creative treatment of actuality" has gained some acceptance, though it presents philosophical questions about documentaries containing stagings and re-enactments.

The television documentary is an adaptable form of nonfiction programming that has served various functions throughout the medium's history: as a symbol of prestige for advertisers and networks, a focal point for national attention on complex issues, a record of the human experience and the natural world, and an instrument of artistic and social expression. Unlike other programming on television, documentaries have typically been sustained for reasons other than high ratings and ad sales. Consequently, the health of the documentary form serves as an indicator of a network's commitment to news and as a barometer of social, political, and economic dynamics.

A documentary is defined as a nonfiction report that devotes its full time slot to one thesis or subject, usually under the guidance of a single producer. Part of the fascination with documentaries lies in their unique blend of writing, visual images, sound tracks, and the individual styles of their producers. In addition to their particular contribution to the television medium, however, documentaries are notable because they have intertwined with wrenching moments in history. These characteristics have inspired some to describe documentaries as among the finest moments on television and as a voice of reason, while others have criticized them as inflammatory.

TV documentaries, as explained by A. William Bluem in the classic,

Documentary in American Television, evolved from the late 1920s and 1930s works of photojournalists and film documentarists, like Roy Stryker, John Grierson, and Pare Lorentz. Bluem writes, “they wished that viewers might share the adventure and despair of other men’s lives, and commiserate with the downtrodden and underprivileged.” The rise of radio in World War II advanced the documentary idea, especially the distinguished works of CBS writer Norman Corwin and the reporting of Edward R. Murrow. In 1946, Murrow created the CBS documentary unit, which linked documentary journalism with the idea that broadcasters owed the public a news service in exchange for lucrative station licenses.

Prasar Bharati-supported Public Service Broadcasting Trust (PSBT) is involved with the promotion of documentary and reality films. PSBT’s films are already being telecast on Doordarshan every week and at numerous national and international forums. NDTV recently became the first privately-owned channel to screen films made by the PSBT. They telecast documentary films each month on NDTV’s flagship channel NDTV 24x7 as part of the NDTV series ‘Documentary 24x7’.

Documentary films provide an ideal platform for the exploration of myriad issues and a scope for enhancing the viewership of powerful and insightful content. The effort of PSBT has gone a long way in creating and encouraging a public culture of documentary appreciation and engagement.



CHECK YOUR PROGRESS

Q.3 : Describe the format of a television panel discussion.

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Q.4 : Define documentary film.

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ACTIVITY 13.1

a) Prepare a detailed proposal for making a television documentary on women empowerment.

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b) Conduct a television interview of a prominent personality of your town or city.

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13.5 LET US SUM UP

- Television news can be of the following types: foreign and home news, verbal news or read news, audio visual news, combined news, flash news, extended news, commented or personified news, routine stories, reportage news, feature essays, story snippet
- A television news bulletin or newscast is a regularly scheduled television program that reports current events.
- Interviews for News and Current Affairs can be classified into: Interviews for Stories and Face to face interviews
- Current affairs programming is defined as a programme which contains explanation and analysis of current events and ideas,

including material dealing with political or industrial controversy or with public policy.

- A current affairs programme could be one of the following: News magazine , Debates, Talk Show, Face to Face interviews
- Documentary film is a broad category of visual expression that is based on the attempt, in one fashion or another, to "document" reality.



13.6 FURTHER READING

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3) Luthra, H. N. (1986), *Indian Broadcasting*. Publications Division, Ministry of Information, Govt. Of India .
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5) Wadia, Angela (2007), *Broadcast Management in India*. New Delhi : Kanishka Publishers Distributors.



13.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : The three basic genres of news items are :

- News
- Report
- Feature

The difference between news and report is that compared to news, report is more extensive in terms of its length and also broader in coverage of the event. Usually after news reader's abstract of main information, the reporter reports from the scene, then a third party is interviewed or talks, and reporter provides further insight. The report is always audiovisual. The feature is found in four

modifications— critical, portrait, occasional and reflective. It carries elements of feature as a genre in film and press journalism. In its content, specific event, important personal matters or issues are analysed, assessed and generalised. Different from news or report, it reconstructs and interprets some known significant event.

Ans. to Q. No. 2 : According to the differences in participation of verbal and visual modes news can be represented in three ways–

- **Verbal news or read news :** It is read by news reader. No visuals present apart from studio setting.
- **Audiovisual news :** Mostly read by Voice Over, and dynamic elements of visual mode are in operation.
- **Combined news :** Several elements like news reader plus still picture, or Voice Over and map, scheme, diagram covering whole screen.

Ans. to Q. No. 3 : The format of a panel discussion is as follows :

In panel discussions, usually speakers sit the whole time. Each speaker prepares separately, the other speakers hear one another.

Technically, a panel discussion consists of questions and answers only, and a symposium consists of a series of prepared speeches, followed by questions and answers. The compere must monitor time and manage questions. It is his/her responsibility to conduct the show. The compere must not be a biased person; he is neither in nor against the topic. At the end the compare should summarize the discussion and thank the panel members.

Ans. to Q. No. 4 : A documentary is defined as a nonfiction report that devotes its full time slot to one thesis or subject, usually under the guidance of a single producer. Part of the fascination with documentaries lies in their unique blend of writing, visual images, sound tracks, and the individual styles of their producers. In addition to their particular contribution to the television medium, however, documentaries are notable because they are intertwined with wrenching moments in history.

13.8 MODEL QUESTIONS

A. Very Short Questions

Q.1 : How does a report differ from that of a feature?

Q.2 : What are the different categories for which Interviews for News and Current Affairs can be classified?

B) Short Questions (Answer each question in about 150 words)

Q.1 : Analyse the different genre of news stories as provided by Graber.

Q.2 : Differentiate between panel discussion and team presentation.

Q.3 : What are the different types of current affairs programmes?

Q.4 : Write short notes on:

a) Television Documentary

b) Television Interview

c) Boom in television news industry

d) Talk Show

C) Long Questions (Answer each question in about 300-500 words)

Q.1 : What are the different types of television news?

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UNIT 14 : REPORTING FOR TV NEWS

UNIT STRUCTURE

14.1 Learning Objectives

14.2 Introduction

14.3 Introduction to TV reporting

14.4 Duties, Qualities and Responsibilities of a TV Reporter

14.5 Sources of TV News

14.6 New Trends in TV Reporting

14.7 Let Us Sum Up

14.8 Further Reading

14.9 Answers to Check Your Progress

14.10 Model Questions

14.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- understand the techniques for reporting
- gauge the duties and responsibilities of a reporter
- get familiar with various news sources
- get an idea of the emerging trends in news reporting.

14.2 INTRODUCTION

Because of the additional visual content, compilation and production of news bulletin for television is much more difficult in comparison to radio and newspaper. This is because it involves a much bigger production team and requires more coordinated effort.

The job of a television news reporter demands much more than that of a print or radio news reporter. In this unit we will discuss about the qualities and responsibilities of a TV news reporter apart from introducing to you the basics of TV news reporting. We will also discuss about various news sources and about some emerging trends in news reporting which a broadcast professional should be acquainted with.

So, let us begin the unit with a basic introduction to TV reporting.

14.3 INTRODUCTION TO TV REPORTING

If there's a war, a disaster, or a major civil disturbance somewhere in the world, television news will be there. Electronic newsgathering or ENG technology makes us an eyewitness to happenings.

Although the printed word can be powerful, as we've so often seen in the last 50 years, seeing images, especially on TV, makes happenings much more real.

During the recent events surrounding the November 26, 2008 terrorist attack on Mumbai in which more than 200 people died, TV news brought the nation and much of the world together in feelings of outrage and sorrow. The same happened in September 2001, when America faced its worst terror attacks. Television brought to us live coverage of the terror attacks in Mumbai making us sit up in collective horror.

Gone are the days when we used to watch studio-based recorded news bulletins at fixed hours of the day on Doordarshan. Times have changed and so has technology. Along with these, new technological advancements has changed the style and format of news on television. Today we not only have live coverage of important happenings from round the world, we are also served by hundreds of 'news channels' from across the globe which bring us information about almost anything happening under the sun every day.



EFP : Television production which takes place outside the studio, in a practical location or special venue. Say for instance, award functions, shows, concerts, political conventions, sporting events etc.
EFP emphasises on high-quality, multi-camera photography, advanced graphics and sound.

Electronic News Gathering (ENG) and **Electronic Field Production (EFP)** are technologies which have completely revolutionized the quantum of information exchange between the different parts of the world.

However, with the rise in the number of 24 hour television news channels, many channels tend to go overboard in their quest for 'exclusive' and 'breaking news stories'. Needless to say, television journalism sometimes also comes under the fire of its viewers. But we also need to remember that television journalism has done for humanity what very few technological advancements can claim to have done. Can you imagine not

switching on to your TV news channels, the moment you hear of a misfortune? Without television news, would we ever had seen the devastation caused by the Earthquake in Gujarat or the havoc of the tsunami? Would you have seen the last few moments of Saddam Hussein's life or for that matter, Aishwarya Rai being crowned Miss World?

Television news has become an indispensable part of our lives. We cant imagine leaving our homes without a quick glance at the headlines read out by our ever so presentable news anchor. True that we have other means of gathering news but surely no media is as influential and overpowering as television. We all know ' a picture can speak a thousand words'. If such is the power of a picture, imagine the impact it can create if the picture is added along with some movement!

14.4 DUTIES, QUALITIES AND RESPONSIBILITIES OF A TV REPORTER

A television station's reputation and credibility depends largely on its reporters. They are the lifeblood of a TV station which educates and informs its viewers on what is happening in the country around them, in the state in which they live, in the country of the birth and in the world at large. They are the tellers of news and views objectively without inhibition and without bias. They go after the facts of any event, pronouncements and happenings of social, political or economic significance and come out with a connected and fully documented narrative which gives all the particulars in their many-sided aspects. What they present helps the viewers to form their own informed judgment and thereby facilitate in the formation of public opinion on any particular issue.

To be a good TV reporter one has to possess certain qualities and attributes. In order to perform well on the job, a television news reporter has to possess some basic and essential qualifications. Some of these are given below:

Knowledge, Skills & Abilities :

1) **Accuracy :** The reporter must obtain unassailable information.

Guesses, surmises and carelessly checked materials can only lead to disaster. The reporter must go by the slogan, 'get it first, but first get it right.'

2) **Good Writing Skills :** Writing for television requires immense skill because reporters often get little time to file their reports. They should be able to write their news stories in a lucid, precise and effective manner in the time available to them.

3) **Integrity :** Objectivity often becomes the first casualty in television news reporting at the hands of different pressure groups. Reporters often face the wrath of politicians and other prominent figures when they report against their interests. In such a situation, it is pertinent that reporters maintain their integrity and withstand the different kinds of pressure exerted on them from various quarters.

4) **Analytical :** Simply stating what has happened is not sufficient. A reporter must recognize a story, and must be able to put an 'angle' to the story. In addition to telling the viewers the 5 Ws and 1 H, a reporter must be able to correlate different events and analyse their implications.

5) **Clarity of Expression :** The reporter must have the ability to express himself well both in writing and speech. The need for effective oral expression exists because the reporter very often has to interview so many people in the course of his work and very often he has to give details of the story himself to the viewers where it is necessary that every word is clear and unambiguous.

6) **Pleasant Personality :** The reporter must have a pleasing personality. After achieving professional competency and while maintaining the integrity expected of news personnel, TV reporters must project an attractive and friendly personality to the audience. Attractive in this sense does not refer to physical appearance but a disposition that helps build audience rapport- a relationship of mutual trust or emotional affinity.

7) **Tactfulness :** A TV reporter must develop versatility in handling people because very often TV reporters find themselves in difficult

and challenging situations or hostile crowd behavior. In such situations it is important for the reporter to tactfully negotiate the crowd while also getting his work done.

8) **Speed :** This is one of the most essential prerequisites of a TV journalist. A reporter must be able to handle accidents, disasters, and other spot stories in the shortest possible time or the story may miss the deadline and lose its importance.

9) **Ingenuity :** A TV reporter must strive constantly for originality in news gathering procedures, especially in investigative reporting. He should use good judgment in gathering information and learn to sort the important from the unimportant effectively. He should also be able to weed out information, determining what readers need to know and what will make a complete and accurate article.

10) **Good Networking :** A TV reporter must know his sources well enough to ensure their credibility as suppliers of news. A TV reporter must have the ability to build contacts. He must maintain a long list of friends and acquaintances who may be of help when stories break and he should also intimately know people who can give authoritative information on any kind of story. A TV reporter must also establish and maintain a good working relationship with the police.

11) **Diligence :** Collecting information is not enough. A TV reporter, like any other journalist, must be diligent enough to always verify and double-check the names, addresses and designations of people before making a report.

12) **Versatility :** A TV reporter must have a thorough knowledge of diverse areas like crime, business, politics, sports etc. Live reporting often requires ad libbing on the part of the reporters. This calls for knowledge on diverse issues.

13) **Knowledge :** A good reporter should have a broad general knowledge and experience in order to understand a number of different areas so as to have the ability to go from one area to another easily. He should also have a solid news judgment along with knowledge of current local news and newsmakers. In handling a story, the reporter

must understand the facts to know their order of importance. He or she should be able to prioritize events and then go and report them.

14) **Curiosity :** A good reporter should always be driven by the need to be curious enough to go beyond the surface. He should look at things in a questioning manner so as to seek information about people, events, activities etc. He must also be skeptical at times in order to understand them.

15) **Techno Savvy :** Nowadays, one of the most essential quality of a reporter is his ability to use standard office equipment such as computers, fax machines, copiers, etc. He must be able to use and have knowledge of common television newsroom computer systems and software along with an ability to learn new software systems. He should be compatible with the operational and office policies and procedures. He must also have some prior experience or functional knowledge of news video editing systems with the basic knowledge of non-linear and or desktop-based editing systems. He should have some basic knowledge of camera handling techniques also.

CHECK YOUR PROGESS

Q.1 : What do you mean by EFP?

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Q.2 : Why should a television news reporter be techno savvy?

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14.5 SOURCES OF TV NEWS

You know that television news channels and their reporters build their reputation by providing up-to-the minute coverage of news and events that affect viewers' lives. Their reputations depend also on accurate and objective coverage of news and events. A rumour, grievance or tip from a contact may be a story idea, but it is not a story until the information is confirmed by reliable and reputable sources.

Television newsrooms generally use the same sources of news that are used by other forms of media. However, of late satellite/microwave video feed services and syndicated video coverage are being increasing used by television news channels in addition to traditional news sources.

News Agencies : The primary sources of news on television are the news wire services or news agencies such as Press Trust of India (PTI) and United News of India (UNI) among other agencies.

Still photographs transmitted by wire services are also used in television, especially those of late-breaking stories for which moving pictures are not available.

Cable News Network (CNN), which revolutionized news reporting during the Gulf War, Conus, Associate Press (AP), United Press International (UPI) and such other agencies cater to international needs of the task of news gathering and news distribution. TV/radio newscast corporations and organizations owned by member stations and news newspapers also form arteries of news inflow. For instance, Bharat Sanchar Nigam Limited (BSNL), equipped with computerized news systems, has been feeding centres all over the country and also those located outside. The Government of India in September 1997, opened up internet service providers in order to strengthen the national information backbone with improved data transmission services. Just as the cellular telephone has made reporting for radio a lot easier, the Satellite News Gathering (SNG) devices have

come as a boon to TV reporting. Due to this, agencies such as Reuters, ANI and UPI are often referred to as 'town criers' for the role they play.

In-House Sources : Don't overlook your own news room as a place to find information about stories. In addition to professional news agencies, various news production bodies employ their own correspondents, staff reporters, camera crews and stringers. A reporter could play the role of the proverbial watchdog for a society, keeping an eye on issues where authorities have shown signs of negligence, arbitrariness or injustice. A reporter's goal and role invests him with undeclared rights and power. Most stations employ correspondents/reporters who gather news by going out with a camera crew to report an incident event such as a fire, an accident, a conference, etc. At times, owing to the absence of a visual, the reporter may file a dry story or instead speak to the camera and narrate the story.



Paparazzi : Photographers who take photos of celebrities at moments when the subjects do not expect to be photographed, often taking them unawares, unlike press photography which is undertaken at press conferences, red carpet affairs and other events where there is an expectation and desire that the subjects will be photographed.

Besides, there are also freelancers and the **paparazzi.** Coverage of many spot events such as accidents, fires, floods, earthquake and the like is often difficult to procure if staff correspondents are not available at the time of the event. These events are sometimes covered by a freelance camera person scouting around the area. This visual coverage is purchased from the freelance camera persons who are known as stringers. The stations have to rely on stringers for unexpected news stories, particularly if the staff cameraperson is unable to reach the scene fast enough to record it.

Other Media : Different studios and stations work in unison borrowing and lending wire and stills. Most television stations monitor radio news bulletins and vice versa for important news stories. If the story is very significant and there is no time to obtain visuals, such stories are telecast dry.

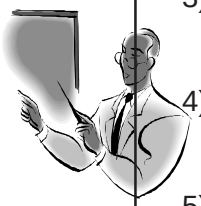
Public Sources : A variety of public records are available to reporters. Government reports, court documents, police reports and city council proceedings, all may be considered public information, depending on local, state and national laws. If a public relations firm sends you a news release claiming its client has built the tallest building in Guwahati, you can verify the firm's claim by consulting officials of the Guwahati Development Authority or municipal authorities. Resource material such as encyclopedias and almanacs also may be considered public sources.

LET US KNOW

A Reporter's Checklist : Broadcast news is a highly competitive business and in the rush to get a story on the air is sometimes tempting to guess at facts or use information from a questionable source.

However, errors in stories not only damage a station's credibility but they can derail a reporter's professional future. Here are five points to keep in mind when writing news stories.

1) Question those who claim to be a witness to an event and confirm that they really were in a position to see what happened.
2) Use a second source to double-check information that seems surprising or may be in doubt.
3) Double-check all names, titles, and places, and, when necessary, write out the pronunciation of names phonetically.
4) When writing the story, carefully check spelling and grammar; do the math on numbers.
5) Make sure that sound bites selected during editing accurately reflect what the person meant.





CHECK YOUR PROGESS

Q.3 : Discuss the role of news agencies as an important news source.

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Q.4 : What is the role of a freelancer in television news reporting?

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ACTIVITY 14.1

a) Visit a television news channel in your city/town. Talk to the reporters working there and find out what their news sources are.

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b) Suppose you are asked to cover a bus accident in Guwahati in which 20 people have died. Who will be your news sources and how will you go about covering the incident for the channel you work for?

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14.6 NEW TRENDS IN TV REPORTING

Sting Operation : As we have already discussed in your course on Mass Communication and Journalism, in law enforcement, a sting operation is a deceptive operation designed to catch a person committing a crime.

As discussed earlier, a typical sting usually has a law-enforcement officer or cooperative member of the public posing as criminal partner or potential victim and go along with a suspect's actions to gather evidence of the suspect's wrongdoing. Let us discuss a little more about it in this unit in

the context of TV news reporting. First let us consider some common situations of sting operations.

- Purchasing illegal drugs to catch a supplier.
- Deploying a bait car (also called a honey trap) to catch an auto thief.
- Posing as someone who is seeking child pornography, in order to catch a supplier.

Sting operations are being increasingly used today by various news channels as part of investigative journalism in order to uncover different scams, scandals and corruption cases. In such an operation, a journalist usually pretends to be someone he is not and then tries to get into the thick of things. Usually by keeping a Dictaphone or camera hidden within a bag or his clothing, he makes effort to capture 'scandalous activities or words' of the suspect.

A journalist has to be extremely careful when doing a sting operation. He should understand the potential dangers associated with such an operation before he actually jumps into it. Indian television has been since long witness to sting operations. The most famous of them being the one involving the Tehelka Chief, Tarun Tejpal and the then minister Bangaru Laxman. Ever since there have been scores of sting operations mainly used in investigative journalism.

There have also been instances of 'fake sting operations' conducted by various news channels only to raise their TRPs. The most recent example being the one which put the flashbulbs on school teacher Uma Khurana. This is highly unethical and such incidents have come under the scanner of law and if the Broadcast Bill is passed, there may be strict regulations on the conduct of such operations.

Breaking News : Breaking news is a current event that broadcasters feel is important enough to permit the interruption of an ongoing programme in order to report about this breaking event. In common TV terminology, the term is often loosely used to denote the most significant story of the moment or a story that is being covered live. It could also be a story that is simply of wide interest to viewers.

Depending upon the kind of event, the report may last only a few minutes, or continue for several hours or even several days at a time. If coverage continues for an extended amount of time, the network may integrate analysis about the story through analysts in studio, via. phone, satellite, or through other means of communication. The round the clock live coverage of the Mumbai terror attacks in November 2008 is a case in point. The attack lasted for more than 60 hours and given the magnitude of the event, most of the national news channels suspended almost all other coverage and dedicatedly covered only this event.

In the past programming interruptions were restricted to extremely urgent news only. But now such breaks have become quite common for 24-hour news channels.

Flash News : One of the emerging trends in news coverage is the Flash news. This genre of news is being extensively applied by the commercial news channels. A Flash news is that type of news which is usually very short and read by only one voice over. Moreover in Flash news there is an absence of commentary. We encounter flash news during any breaking event. During this time the newsroom does not have any visuals or deep coverage of the event and therefore it has to solely depend on the Flash news for a period. During this period when the news channel gives only flash news it basically tries to keep the viewers updated and engaged watching their news channel. And in the mean time the news room tries to get hold of footages and further coverage. This type of flash news is usually seen at the time of Bomb Blasts or any such unforeseen incidents.

Backpack Journalists and Herding Among TV Reporters : A reporter cannot be at all places all the time. In large cities, it is impossible for a channel to employ a reporter for every part of the city. With technological advances, several new trends have started. One of them is backpack journalist and second is herding.

A backpack journalist may be a salaried / contractual employee of a channel or a freelance journalist. This new breed of journalist is techno-savvy, has good oratory and photograpy skills and is ready to travel fast

and take a few risks. Typically, a backpack journalist has a video camera of a good quality, a still camera, a good laptop and either a satellite phone or USB Modem or data card, along with a microphone and a tripod. This type of journalist can travel long distances on foot or any available vehicle and is not hindered by bulky OB Vans or staff. The backpack journalist is capable of shooting the footage, do the PTC, interview people, etc. and then quickly dumping the raw footage into the laptop, The journalist then writes a good copy for the narrative, records it and adds the sound track to the video wherever necessary. Then a piece of music is added for effect. Where video footage is not possible, the stills are used to build up the story. After editing the story, it is encoded on the format desired by the channel and beamed across by the satellite phone or the USB modem. And we have breaking news right from the ground situation. Sometimes the footage is grainy either because of video footage or because of encoding the video in a compressed format for making the file to be sent of a smaller size. However, the audio quality is maintained. Remember, today's audience might pardon a bad video quality since it is exclusive coverage, but not bad sound quality.

A backpack journalist saves a lot of money for the channel. Moreoever, this kind of journalist can produce stories not just for the TV, but also for the print edition, the radio and the internet version. Todays media students should not limit themselves to developing writing skills but also learn to multi-task, as this can help them gain more stability in the profession.

As said earlier, a journalist cannot be in all places, especially in large metro cities. The reporters in such cities have found a unique solution. All the reporters, especially on the night shift know each other and are in constant touch during the night. Once the night shift is about to get over, they converge at a pre-decided place like a herd and share news stories and video footages using a simple camera-to-camera transfer using firewire or USB cables. Thus, all of them have the same footage, and in the morning, the audience wonders how all channels have the same stories with the same footage!



CHECK YOUR PROGRESS

Q.5 : Briefly define the following terms:

a) Sting operation

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b) Flash news

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c) Breaking news

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ACTIVITY 14.2

a) Prepare a report on the famous sting operations that have taken place in India in the recent times.

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14.7 LET US SUM UP

In this unit you have been introduced to the basic concepts of television news reporting. Let us quickly recapitulate these concepts once.

- Because of the additional visual content, compilation and production of news bulletin is much more difficult in television. Compared to radio it involves a much bigger production team and requires more coordinated effort**.**
- Electronic newsgathering (ENG) is one such technology that has completely revolutionized the quantum of information exchange between the different parts of the world. ENG is a part of electronic field production (EFP).
- Electronic Field Production (EFP) includes many other types of field productions, including commercials, music videos, on-location dramatic productions, and various types of sports coverage.
- The primary sources of news on television are the news wire services such as Press Trust of India (PTI) and United News of India (UNI) among other agencies.
- In addition to professional news agencies, various news production bodies employ their own correspondents, staff reporters, camera crews and stringers.
- Different studios and stations work in unison borrowing and lending wire and stills. Most television stations monitor radio news bulletins and vice versa for important news stories.
- A variety of public records are available to reporters. Government reports, court documents, police reports and city council minutes, all may be considered public information, depending on local, state and national laws.
- Sting operations are being increasingly used today by various news channels in order to uncover different scams, scandals and corruption charges. In such an operation, a journalist usually pretends to be someone; he is not and then tries to get into the thick of things.

- Breaking news is a current event that broadcasters feel warrants the interruption of scheduled programming in order to report its details.
- One of the emerging trends in news coverage is the Flash news. This genre of news is being extensively applied by the commercial news channels. A Flash news is that type of news which is usually very short and read by only one voice over.
- Another emerging trend is backpack journalism and herding. This phenomenon is clearly the result of advanced technology in TV Reporting.



14.8 FURTHER READING

1) Belavadi, Vasuli (2013). *Video Production*. Oxford University Press.
2) Donald, Ralph, Maynard, Riley and Spann, Thomas (2007), *Fundamentals of Television Production*, Allyn & Bacon, Incorporated.
3) Hyde, Stuart (2008), T*elevision and Radio Announcing*. Allyn & Bacon, Incorporated.
4) Hakemulder, Jan R., Fay, A. C. de Jonge, Singh, P. P. (1998). *Media, Ethics and Laws*. Anmol Publications.
5) Kaushik, Sharda (2000). *Script To Screen – An Introduction to TV Journalism*, Macmillan India Ltd.
6) Zettl, Herbert (2012), *Television Production Handbook* USA : Cengage Learning.



14.9 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1 : EPF or electronic field production refers to television production which takes place outside the studio, in a practical location or special venue. EFP includes many other types of field productions, say for instance, awards functions, shows, concerts,

political conventions, sporting events etc. EFP work generally provides the opportunity to insure maximum audio and video quality.

Ans. to Q. No. 2 : Now-a-days, every reporter has to handle standard office equipment such as computers, fax machines, copiers, etc. Unless he is techno-savvy, he will not be able to discharge his duties with ease and efficiency and will become dependent on other staff for everything. Therefore he should be able to use and have knowledge of common television newsroom, computer systems and software along with an ability to learn new software systems. He must also have some prior experience or functional knowledge of news video editing systems with the basic knowledge of non-linear and or desktop-based editing systems. He should have some basic knowledge of camera handling techniques also.

Ans. to Q. No. 3 : The primary sources of news on television are the news wire services such as Press Trust of India (PTI) and United News of India (UNI) among other agencies. Still photographs transmitted by facsimile wire services are also used in television, especially those of late-breaking stories for which moving pictures are not available. Cable News Network (CNN), which revolutionized news reporting during the Gulf War, Conus, Associated Press (AP), United Press International (UPI) and such other agencies cater to international needs of the task of gathering and news distribution. TV/radio newscast corporations and organizations owned by member stations and newspapers also form arteries of news inflow. Due to this, agencies such as Reuters, ANI and UPI are often referred to as 'town criers' for the role they play.

Ans. to Q. No. 4 : Coverage of many spot events such as accidents, fires, floods, earthquake and the like is often difficult to procure if staff correspondents are not available at the time of the event. These events are sometimes covered by a freelance camera person scouting the area. This visual coverage is purchased from the freelance camera person who is known as a stringer. The stations have to rely on stringers for unexpected news stories, particularly if the staff

cameraperson is unable to reach the scene fast enough to record it.

Ans. to Q. No. 5 : a) Sting operation : In law enforcement, a sting operation is a deceptive operation designed to catch a person committing a crime. A typical sting will have a law-enforcement officer or cooperative member of the public play a role as criminal partner or potential victim and go along with a suspect's actions to gather evidence of the suspect's wrongdoing. Examples :

- Purchasing illegal drugs to catch a supplier.
- Deploying a bait car (also called a honey trap) to catch an auto thief.
- Posing as someone who is seeking child pornography, in order to catch a supplier.

b) News Flash : Flash news is one of the emerging trends in news coverage. This genre of news is being extensively applied by the commercial news channels. Flash news is that type of news which is usually very short and read by only one voice over. Moreover in Flash news there is an absence of commentary. We encounter flash news during any breaking event. During this time the newsroom does not have any visuals or deep coverage of the event and therefore it has to solely depend on the flash news for a period. During this period when the news channel gives only flash news it basically tries to keep the viewers updated and engaged watching their news channel. And in the mean time the news room tries to get hold of footages and further coverage. This type of news is usually seen at the time of Bomb Blasts or any such unforeseen incidents.

c) Breaking News : Breaking news is a current event that broadcasters feel warrants the interruption of scheduled programming in order to report its details. Its use is often loosely assigned to the most significant story of the moment or a story that is being covered live. It could be a story that is simply of wide interest to viewers and has little impact otherwise.

The format of a special report or breaking news event on

television commonly consists of an opening graphic, featuring music which adds an emphasis on the importance of the event. This is usually followed with the introduction of a news anchor, which welcomes the viewer to the broadcast and introduces the story at hand.

14.10 MODEL QUESTIONS

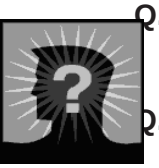
A) Very Short Questions

Q.1 : When did the Government of India open up internet service providers in the country?

Q.2 : Which news channel revolutionized news reporting during the gulf war?

Q.3 : Who is a paparazzi?

B) Short Questions (Answer each question in about 150 words)



Q.1 : Who is a backpack journalist? How do they differ from a regular reporter employed in a news organization?

Q.2 : Do you think objectivity in television news reporting is possible in a competitive media market?

Q.3 : Write short notes on the following:

a) Breaking news

b) Sting operation

c) Investigative journalism

C) Long Questions (Answer each question in about 300-500 words)

Q.1 : Discuss the duties, qualities and responsibilities of a television news reporter.

Q.2 : Discuss the present scenario of the television news industry.

Q.3 : What are the main sources of news for television?

Q.4 : How and why do you think there has been a steady decline in the quality of television news content?

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Unit 15 : TELEVISION FOR DEVELOPMENT

UNIT STRUCTURE

5.1 Learning objectives

5.2 Introduction

5.3 Television as a tool for development communication

5.4 Satellite Instructional Television Experiment (SITE)

5.5 Kheda Communication Project

5.6 Jhabua Development Communication Project (JDCP)

5.7 Gramsat- satellite for rural education

5.8 Let Us Sum Up

5.9 Further Reading

5.10 Answers to Check Your Progress

5.11 Model Questions

5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- know how television is used as a tool for development communication.
- learn about SITE, Kheda Communication Project, Jhabua Development Communication Project.
- understand how Gramsat is used for satellite transmission of rural education.

5.2 INTRODUCTION

In the previous unit, we have discussed the development of television in India, emergence of colour television, autonomy for electronic media and various reports like Chanda Committee, Verghese working group report etc. In this unit we shall discuss television as a tool for development communication, about Satellite Instructional Television Experiment (SITE),

Kheda Communication Project, Jhabua Development Communication Project (JDCP) and Gramsat- satellite for rural education.

15.2 TELEVISION AS A TOOL FOR DEVELOPMENT COMMUNICATION

Communication refers to the use of different media forms, such as television, radio, print, new media etc. These are used for more than just passing of information from one person to another and often used as a tool to facilitate the participation of people in developmental activities. Such form of communication is known as Development Communication.

On 15th September, 1959, television in India was introduced on an experimental basis. From this you can very well understand the importance of television for development communication. Hence in 1961, Doordarshan which was a part of All India Radio (AIR) initiated the education programmes to support the middle and secondary school education by imparting lessons on science, mathematics and other languages. With the introduction of School Television (STV), teachers appreciated the efforts of the television as a tool for teaching and presentations of contents. *'Krishi Darshan'*, a program meant for the farmer started after a year. With the aid of community television set, the program was telecasted for 20 minutes on wednesday and friday which had served 80 villages around Delhi. This pilot project was initiated by the Department of Atomic Energy in collaboration with the Ministry of Information and Broadcasting, Government of India, All India Radio, the Indian Agricultural Research Institute and the Delhi Administration.

In 1976, television was separated from All India Radio which had managed the television in its initial stages. This television broadcasting was put under an independent organisation called Doordarshan which came under the direct control of the Ministry of Information and Broadcasting, Government of India.The University Grants Commission also initiated a country wide classroom which is dedicated to higher education It started its telecast on

Doordarshan in 1984 with one-hour educational programmes. The program became very popular in the small towns and remote areas of the country. Gyandarshan, a satellite channel was also launched in 2000 in collaboration with the Ministry of Human Resource Development and the Indira Gandhi National Open University (IGNOU) to boost the educational telecasts in the country.

Today, after 58 years of Indian television, you see the programmes are broadcast with the aim of disseminating social responsibility among the people.Daily soap operas that incorporate socially relevant themes, interactive talk shows with experts, agricultural information to rural areas, farming, audiences and open forums with government representatives responding to audience queries are few of the popular programmes. Besides, Doordarshan has been used to deliver a number of useful messages that include messages on family planning, immunization, nutrition of the mother and the child, the need to stem bias against the girl child and others.

With the aid of satellite communication technology, television could effectively bring development changes. Satellite communications technology offers unique capability to reach out to the large number of television avdience spread over large distance even in the most remote corners of the country. In India, ISRO has continuously pursued the utilization of space technology for education and development. This has been done through different projects like Educational TV (ETV), SITE, Kheda Project and Country Wide Classroom (CWC) project. Over a period of 30 years, these programmes have been designed to cater to the country's need for education, training, and general awareness among the rural audiences.

With the coming of private satellite channel, the scenario of Indian television broadcasting had undergone a drastic change. CNN had telecast the Gulf War through satellite in the National Channel in most of the Western and Asian countries. This had made the viewers to watch the foreign broadcast via satellite in the developing countries like India. Even the programmes from Western countries were imported and dubbed into Hindi or other

regional languages. Under the new policies the government allowed private and foreign broadcasters to get engage in limited operations of private channels in India. Even the programmes produced in India conveyed consumerist and material values. Therefore, the private channel had increased choice for the 'consumer', which is fuelled by ratings, advertisement revenues and the response to the demands of urban culture.

15.4 SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE)

In 1967, UNESCO expert mission along with the Government of India undertook a study on the use of satellite for National Development in India. Based on the favourable recommendation, the Satellite Instructional Television Experiment (SITE) was launched as an experimental satellite communications project in 1975, designed jointly by NASA and the Indian Space Research Organization (ISRO) and was supported by various international agencies such as the UNDP, UNESCO, UNICEF and ITU. The main purpose of introducing the satellite communication was to feed information to the people of India on various issues that concern them and also to familiarize with the technical experience in the field of satellite communications. From 1st August 1975 to 31st July 1976, the experiment had covered more than 2400 villages in 20 districts of six Indian states and territories. The programme was broadcast by NASA's ATS-6 satellite stationed above India and produced by Doordarshan which was part of All India Radio. These programmes were broadcast twice daily in the morning and evening. Morning programmes were dedicated to school children for one and half hours and evening broadcast were targeted for general audiences in the villages for about two and half hours.For evening broadcast, half an hour included the common programmes in Hindi which was developed in Delhi.

This experiment helped hundreds of engineers, technicians and mechanics to acquire knowledge and develop their skills. The programmers, broadcasters and telecasters also got an opportunity be a part of this

programme. Similar kind of experiments ware also conducted in different countries that showed the important role of Satellite TV in providing education and information to the masses. The following are the major objectives of the experiment. They are:-

1. To gain experience in the development, testing and management of a satellite-based instructional television system particularly in rural areas and to determine optimal system parameters;
2. To demonstrate the potential value of satellite technology in the rapid development of effective mass communication in developing countries.
3. To demonstrate the potential value of satellite broadcast TV in the practical instruction of village inhabitants; and
4. To stimulate national development in India, with important managerial, economic, technological and social implications.

The experiment helped in gaining research and development capability during its setting up in India. The audience favoured the instructional programmes more than the socio- cultural related issues. Programmes on information, awareness and knowledge in areas such as health and hygiene, political consciousness, overall modernity, and family planning increase its popularity. In agriculture oriented programmes a large number of innovations were generated and the farmers adopted only those new practices which did not demand additional expenses. Survey showed that the children had better language efficiency and gained knowledge and information from sources other than conventional classroom teaching through the programmes that were broadcast . As a result of television viewing, the living standard of the people has improved leading to modernity.

To sum up, the primary objectives of this experiment were to educate the general public about issues related to family planning, agricultural practices and national integration. These were followed by the importance of imparting better skill and knowledge development to the general school, adult education and to train teachers, to improve general health and hygiene etc. Besides,

there were technical aspects which included the broadcast and reception facilities.

15.5 KHEDA COMMUNICATION PROJECT

Kheda Communication Project or KCP is another milestone in the history of Indian Television. It was introduced as the field laboratory for the overall development of people residing in the Kheda District of Gujarat.The district comprises of more than 1000 villages and for their empowerment an instructional television project known as the Kheda Communication Project was introduced in the year 1975. The project was operated under the charge of Space Application Centre (SAC) and the Development and Education Communication Unit managed and produced the programmes which also involved the local audience.

The Kheda village became one of the most important milk producing centres in India as a part of 'White Revolution'. To empower the villagers the Kheda Communication Project collaborated with extension agencies working in dairying, health services, local banks, employment exchanges, cooperatives and agriculture. Since the project was government funded, so it did not have any commercial interest to support its system. However, the project was managed by the SAC, therefore it enjoyed the support of state government and political autonomy from the Indian Government.

The Kheda system involved one low transmitter located at Pij village which is about 50 kms south of Ahmedabad. This transmitter is connected to a local studio, the Doordarshan and as well to the local earth station at Ahmedabad.The primary coverage zone of this project was about 35 kms which however covered most of the village areas in Kheda district.The programme basically consists of local television programmes and national television programmes. To implement the projects, 650 community television sets were provided to 400 villages in the Kheda district which was funded by state government and local cooperative organization. These television sets were distributed in public places like Schools, Cooperative Society or the Panchayat Ghar, where village audiences gathered in the evenings to view the broadcast programmes.

The programme created under the project had some special features that truly defined to be the content of Indian Television. The project also called as another experiment which used television for education purpose in India. It not only promoted the rural development but also contributed its role in social changes by disseminating the news and information relating to many issues concerning the society. Local villagers also became part of many programmes as an actor, writers etc for the production of television series on the issues related to caste discrimination, education, health, dowry, alcoholism, elections, food etc. Programme contents like family planning, gender equality, and village sanitation became regular for television serials, folk drama, puppet show etc. Two popular entertainment-education serials *Chatter Mota* (Wise Elder) on dowry and widow remarriage became extremely popular serial and *Nari Tu Narayani* (Woman You Are Powerful) had active audience participations. Besides, there were other successful series such as *Dadi ma Ni haton* (wise women's talks), *Hun Ne Mara Ae* (I and my husband) and *Jagi Ni Jus to* (When I wake up and see).

In 1984, Kheda Communication Project received the prominent UNESCO Prize for rural communication efficiency. The project was instrumental in decentralizing television broadcasting in India. Yet, the Indian government did not replicate the Kheda Communication Project community-based television model in other parts of the country. However, after a high-powered transmitter was installed in Ahmedabad, the government declared that the Kheda transmitter should be shifted to Chennai, so that a second entertainment channel can be used for the people of urban residents. As bringing the project in metro cities could attract the advertising incomes more than spending money on running a rural community-based communication project. The Kheda Communication Project operated in the area only till the year 1990.

15.6 JHABUA DEVELOPMENT COMMUNICATION PROJECT (JDCP)

Another communication project that was successfully installed in India is known as the Jhabua Development Communications Project or JDCP. It

also uses the satellite communication system to address the needs of the rural illiterate population and provide programme support communication to development efforts. In the mid 1990's, the project was officially launched by the Development and Educational Communication Unit (DECU) of the Space Application Centre (SAC) in Ahmedabad.The project is located in the rural area of Jhabua district of Madhya Pradesh where mostly tribal population resides. The literacy rate of this place is very less, infant mortality rate is high, transportation and other communication is very limited. Basically, poverty is the face value of the people of this area. However, the natural resources were abundant and agriculture is the main source of income. The main motive of initiating the project was to experiment with the utilization of an interactive satellite-based broadcasting network to support the development and education in the remote areas of India. From DECU's Ahmedabad studio which is uplinked through satellite, about 150 direct receptive systems like satellite disk, VCRs, television sets and other equipments were installed in the various areas of Jhabua district. The television programmes were broadcast for two hours every evening. There were about 12 talkback terminals distributed in each of the block headquarter of Jhabua district.With this system, villagers were able to ask questions, provide feedback etc.The programme contents of the project focused on not only educating the mass but also on entertaining. The active participation of the local people on the various topics such as watershed management, health, education, agriculture, natural forestry, and governance were also met in the project. While the afternoon programmes were more on training related which was conducted through the talkback terminals with a range of village functionaries like teachers, anganwadi workers, hand pump mechanics, and local panchayat members etc. In the Jhabua Development Communication Project, there were continuous flow of information from media producer to the receivers and vice-versa in the form of feedback and feed-forward.

In 1988, the Jhabua Development Communication Project was also evaluated where it was found that the poor people of Jhabua district has gained significant knowledge and understanding in several materialistic

areas and social issues. The project had assisted in enhancing the quality of the life of people and of the environment in the region.



CHECK YOUR PROGRESS

Q.1:What is the role of television in development communication?

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Q.2: What is the full form of SITE, SAC, ISRO?

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Q.3: Explain about the transmitter system in Kheda Communication Project?

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Q.4 : What is the programme content of Jhabua Development Communication Project ?

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ACTIVITY 15.1

1) Prepare a television development programme for the city or the native place you belong to keeping in mind the edutainment aspect of the programme content.

15.7 GRAMSAT- SATELLITE FOR RURAL EDUCATION

GRAMSAT is the initiative of Indian Space Research Organization taking satellite applications to villages in order to eradicate illiteracy from the rural areas for the overall development of the nation. It is one of the innovative programmes to recast the media for pro-social needs. On 24th May, 2000, the then Prime Minister of India, Atal Bihari Vajpayee formally launched it in the state of Odisha.The project was launched to address the issues of transparency, accountability, responsiveness, reduction of corruption, training and skills development, peoples participation, project planning and monitoring, disaster warning etc. Besides, the project was also launched to provide live communication between the state capital, districts and blocks, different levels of government from the Central to the State and then District and Block levels. The satellite programmes were also launched in the state of Andhra Pradesh, Gujarat, Karnataka, Madhya Pradesh, Goa, Himachal Pradesh and Rajasthan revolutionizing communication in the villages of India. In Andaman and Nicobar the GRAMSAT network has been utilized for vocational training, video conference and computer education in polytechnics.Along with the broadcast partners like DDK National, OTV, and ETV, the programmes were broadcast on all week days in 30 districts of Odisha, 314 region, 1179 Gram Panchayats of Khalahandi-Bolangir-Koraput region, and in 5 important offices at Bhubaneswar.

GRAMSAT includes six to eight high powered C-band transponders and two to three very high power Kuband transponders. The network consist of

data broadcasting, computer connectivity and TV broadcasting facilities with applications of National Resource Information System (NRIS), tele-medicine, tele-conferencing, disaster management, distance education, e-governance and development information. There was also upgradation of network for television broadcasting in the state of Odisha of Khalahandi-Bolangir-Koraput region (800 villages). Likewise in Andhra Pradesh, the project through an integrated satellite channel called as MANA TV has provided connectivity to distance education, tele-medicine, agricultural extension, E-governance and Community Internet Centre. In Karnataka, through the GRAMSAT project, the experts in Panchayat Raj were able to train its Gram Panchayat members via satellite technology. Therefore, the communication process employed by new age methods and technology had broadened the area of training and active participation.



15.8 LET US SUM UP

Let us summarise some of the important points of this unit in the following way-

- In 1975-76 the Satellite Instructional Television Experiment brought television programmes for people in 2400 villages in the most inaccessible of the least developed areas in India.
- In 1976, television was separated from radio and given a new name – Doordarshan.
- The Kheda Development Project was launched in 1975, where 650 community television sets have been installed in 400 villages of Kheda district of Gujarat.
- The Kheda Communication instigated popular entertainment-education serials like *Chatter Mota* (Wise Elder), *Nari Tu Narayani* (Woman You Are Powerful) and successful series like *Dadi ma Ni*

haton (wise women's talks), *Hun Ne Mara Ae* (I and my husband) and *Jagi Ni Jus to* (When I wake up and see).

- In the mid 1990's, Jhabua Development Project was officially launched by the Development and Educational Communication Unit (DECU) of the Space Application Centre (SAC) in the rural area of Jhabua district of Madhya Pradesh.

- The then Prime Minister of India, Atal Bihari Vajpayee on 24th May 2000, formally launched Gramsat satellite in the state of Orissa.



15.9 FURTHER READING

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15.10 ANSWERS TO CHECK YOUR PROGRESS

Answer to Q.No. 1: The main role of television in development communication was to educate the general public about the issues related to family planning, agricultural practices and national integration. Besides, it also served as a medium of imparting better skill and knowledge, development to the general school, adult education, to train teachers, to improve general health and hygiene etc.

Answer to Q.No. 2: SITE - Satellite Instructional Television Experiment, SAC - Space Application Centre, ISRO - Indian Space Research Organization.

Answer to Q.No. 3 : It consists of one low transmitter located at Pij village which is about 50 kms south of Ahmedabad. The transmitter is connected to a local studio, the Doordarshan and as well to the local earth station at Ahmedabad. The primary coverage zone of this project was about 35 kms which however covered most of the village areas in Kheda district.

Answer to Q.No. 4 : The programme contents of the project are on educating the mass and on providing entertainment. The topics were on watershed management, health, education, agriculture, natural forestry, and governance and the afternoon programmes were more on training related topics with teachers, anganwadi workers, hand pump mechanics, and local panchayat members etc.



15.11 MODEL QUESTIONS

A. Very Short Questions

Q1 : Define Development Communication.

Q2. Describe briefly the significance of SITE

Q3. Explain briefly the Jhabua Development for Communication.

B. Short Questions (Answer each question in about 150 words)

Q1. Explain the major objectives of SITE.

Q2. Describe briefly the programmes broadcast by Kheda Development Project.

Q3. Explain the role of Gramsat Satellite for removing illiteracy from rural India.

C. Long Questions (Answer each question in about 300-500 words)

Q1. Explain the significance and contribution of educational television.

Q2. Describe the importance and role of television in India.

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