

**GOVERNMENT ARTS COLLEGE (AUTONOMOUS),
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POSTGRADUATE AND RESEARCH DEPARTMENT OF ENGLISH**

**SKILL BASED ELECTIVE–IV –JOURNALISM & MASS COMMUNICATION
SEMESTER – IV**

UNIT – IV: TELEVISION NEWS

4.1.TELEVISION JOURNALISM & NEWS CHANNELS

Television is a miracle in development of human civilization. It is deeply ingrained with Arts, Science and Commerce. Initially common man used to look at the Television or TV as a magic box. Television is a system for converting visual images (with sound) into electrical signals, transmitting them and displaying them electronically on a screen. Television has become an intrinsic part of our life and established an important place in our lives. Since, the ancient times human beings have communicated in various ways with each other. Today, Television is one of the most popular medium of education and mass entertainment. It is a combination of both visual and audio medium. It has been popular among consumers. TV plays an important role in mass communication. By reading this block one can understand, what is TV? How was the past history of TV in India, how TV programme is prepared and how a prepared programme is transmitted through SITE, Cable and Satellite. For this what electronic equipment, how it is managed, along with this the various aspects, the people linked and topics covered is a matter to study. The study materials help students in a new way to understand technical words and provides general knowledge about all this is above said things. At the end of each block to understand the subjects there is a glossary.

Television is a special chapter in development of mankind. It is a combination of art and science. In the eyes of general public, it is viewed as a magic box. Generally, TV is an instrument for converting visual images (with sound) into electrical signals, transmitting them and displaying them electronically on a screen. In the ancient times man has made many inventions, man has been busy in inventing modes of communication. In this busy in present time most popular, rapid and education of Mass communication is TV. By inventing wireless words or sound was communicated. After invention of TV both audio and video were possible.

Most important is that TV which has large number of consumers. Now-a-days it has become popular among the educated and uneducated people and has become a daily use consumable item. As a result, old, children and women have become its faithful consumer. On one side it is a source of knowledge to the educated, to the uneducated its source of entertainment, for isolated it's a faithful companion and mode of communication for far and near.

In compared to other parts of world system TV is quite recent in India. Before knowing about the history of TV in India a brief note about TV telecast can be given, the first transmission of TV experimentally started in 1920 in USA. But due to underdeveloped technology those days the picture was hazy. But in the next five years many more new inventions came like color tube, electronic camera and TV set. In 1930 a TV station started in New York, in England BBC had its own TV Station. But later under the shadow of WW II, TV transmission was hampered in entire globe. After WW II TV station started working and in western countries wide spread transmission occurred. By 1948, there were 48 TV stations in 25 cities in USA and they had 2 lakh TV sets in a period of 10 years. Around 512 TV stations came into existence Canada, Japan, European countries which saw many technical advances. India received its first bunch of TV sets towards the end of 1959 from the help of UNESCO; it was an initiative from Government of India. A developing country like India and difficulties in expensive electronic items and their uses raised many questions. It was also felt that items like TV will take us far away from culture but manufacturers, business community and educational institutions demanded to have it. UNESCO donated 20,000 dollars for having TV sets in community centers in India. USA also donated many types of equipment; Philips India Company donated a low-cost transmitter and later on Delhi had its experimental TV station to transmit programmes within 40 km radius. To help viewers watch these programmes 180 teleclubs were organized. Every teleclub has a TV set donated by UNESCO, these centers developed as centre from community education and other activities. There used to be two days TV programme in a week and every programme was of 20 minutes duration. These programmes were prepared at Delhi in an advanced TV station.

In 1961 UNESCO conducted a study on effect of TV programme in Indian population. The report was encouraging and in the same year school TV programme started. School teachers in Delhi were trained with the help of TV programmes. This helped those schools who had no organized science labs. In India the TV viewership slowly increased. An entertainment programme was started on 15 August, 1965, it was transmitted which was initially for one hour daily and included some news items. Government of Germany established a studio to prepare

programmes on 26th January 1967 the first agriculture-based TV programme Krishi Darshan was transmitted. Delhi, UP and Haryana could view it in 180 rural centres. This programme was liked by farmers all around. Subsequently the Delhi TV transmission programme was increased from 1 hr to 1:30 hrs. On 15th August 1965, the transmission time was increased to two hours on Sundays. It was on 3rd December 1971 English news was broadcasted. In Oct 1972 Bombay TV station was established, by 1973 Srinagar and Amritsar TV station came into existence and transmitted by their own programmes. The same year Pune started telecasting Bombay station programme by relay. In 1970 there was a TV station in every corner of the country. In 1970, 23,000 TV sets were imported. In 1975 this number increased to more than one lakh. Calcutta, Madras, and Lucknow established TV stations in 1975. Modernised TV sets were available in India and by 1976 the TV world in India got a new name Doordarshan, 54 high transmitters, 371 low powered transmitters, 69 very low powered transmitters and 14 ordinary transmitters could cover almost 63 per cent of population.

4.2 NEWS CHANNELS: SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE)

In 1976, UNESCO conducted an experiment on satellite communication in India. The success of Satellite Instructional Television Experiment or SITE proved that television transmission would be possible and useful in India. To find the feasibility of Television in India Indian Space Research Organisation (ISRO) took help of United States based National Aeronautics and Space Administration (NASA). From 1st August 1975 to 31 June 1976 a NASA satellite named ATS-6 was stationed above India for a year free of cost. This experiment was not only a success in India but was also appreciated all over the world. This proved that India was quite appropriate for television transmission.

4.2.1 CABLE AND SATELLITE TV TRANSMISSION

In 1950 those villages where electrical transmission was not able to reach for television transmission are now accessible by cable or lines. In 1975 Satcom-1, one of the first generation geostationary comsats built by RCA American was crucial in expansion of TV through cable in towns and villages. In 1990 cable TV brought an undeniable change in Indian Television scenario. Earlier cable TV was telecasting only in Mumbai but later it became popular even in small towns. TV transmission was provided in the viewers' house through a cable, connected to a general antenna. The antenna is faced towards the direction in which the signals are being received. Cable TV operators set up a control room in one place and through wires or cable

connection to viewers TV provided television signals. The cable operators transmit programmes, movies, serials, music according to the demand of the viewers. The viewers paid one time connection charges and a monthly rent to the cable operators. According to economic capability, usage and utility of the cable services the viewers paid the cable operators. Each customer was able to watch 10-12 channels at a nominal cost of Rs 50. The viewers can also recommend or request any movie to be broadcast by the cable operators. During elections political parties use these cable channels for a great use. This medium is of great use for businessmen, doctors, astrologers, craftsmen. Cable TV has also been mis-utilized by powerful people for furthering their power; this has led to decline in the popularity of the cable TV. Today Telephone company and cable companies are engaged in creating a new paradigm in research, entertainment, information. AT&T and Viacom international jointly are manufacturing interactive consumer video services. By improvement of technical education cable TV has gone beyond the traditional way of information and entertainment.

4.2.5. SATELLITE TRANSMISSION SERVICES

To understand what satellite transmission is we need to understand what satellite is first. We all know our solar system has eight planets, many have their satellites. But man by his own scientific knowledge has managed to create artificial satellites for purpose of communication. These satellites are rotating in the solar system in their own orbit and are helping send signals and information to the earth. Therefore, in general terms satellite are electronic devices situate far from earth are working as source of communication for earth. Most important is that satellite thousands of km far away from they send information. These satellites are launched into space-by-Space shuttle or rocket. The transponder fitted in the satellite receives signals to all parts of world and transmits to other parts. One transponder has capacity has capacity to one TV set or 1000 telephone sets. Currently most satellites have 24 transponders, but later on in future it can increase 40. Higher the number of transponders more complicated and expensive will be the transponder. Before satellite TV signals were transmitted through microwaves stations throughout the country. Each satellite through its own transponders receives and expands it and sends back the signals to the earth. The satellite overcomes the geographical barriers and can send signals to every nook and corner of earth. At low cost to faraway places on Earth or isolated places. In 1978 Public Broadcasting Services started transmission through satellite leaving behind microwaves. In 1985 NBC and 1986 ABC, CBS etc. satellites came into transmission service. In 1919 some regional channels started their own transmission. Due to technological development in information service, there have been improved services.

Currently Direct Broadcasting Satellite (DBS) is working. Now every consumer signals directly through the satellite but earlier the consumer received the signals and transmits to the consumers through cables which were expensive.

4.2.3 IPTV

IPTV is Internet Protocol Television; in other words, this arrangement makes possible to send TV signals through internet instead of traditional satellite or cable. This can make possible for a viewer to see the programme or movie before it is fully downloaded. IPTV has three modes of services: 1. Live television 2. Time-shifted media 3. Video on demand (VOD) In live television, customers can view transmission or telecast. In time shifted television the view can see the programme after telecast, like subsequent day. In the third category, the viewer can see it as and when desired. In 1995 for the first time IPTV service was started by Zudith Estin and Bill Larry co companies, through Precept software. By Unix and Windows, a viewer can see programme in his mobile anywhere and anytime. It comes to consumer via mobile network. The first mobile TV company Panasonic first introduced it in 1970 by its model TR-001. The same company had 2nd model of MTV -1 in 1977. The 2"inch screen mobile TV set was able to receive signal in many countries. It was sold in USA at 400 dollars. With 3G and 4G in the market, TV programme can be viewed in mobile telephones.

The general people-oriented programme through Electronic Media is called Lokseva service. In our country Prasar Bharati is the public transmission organisation. Working under the Ministry of Information and Broadcasting the organisation includes Doordarshan and Akashvani and works as an autonomous body. It was established in 23rd November 1997 to grant autonomy in transmission service like some other countries the government enacted for this in 1990 and telecast scenic structure on September 15, 1997. The commercial service started in 1st January in Electronic media service in India. Advertisement preferred to show their advertisement in TV because the transmission was widespread. So many rules were framed in connection with that advertisement. The programmes should not hurt the viewers and it should not truly sensitively issue like morality and religious thoughts which satisfied the customers and business community

4.2.4. SUMMATION

1. TV has become the integral part in our lives like food and beverage. That is the most popular mode of mass communication. This can bring home the events happening in

any part of the world. It is popular in all sections of the people whether educated or otherwise. Simultaneously, it enhances knowledge along with giving pleasure.

- 1 USA is the first country in the world to start TV programme in 1920. As gradual development India started its TV programme in 1950 with the help of UNESCO, in New Delhi. Gradually, Indian viewers appreciated the programme more and more.
- 2 Electronic transmission system can manage TV transmission in different ways like SITE, Cable, and Satellite, DTH, IPTV, mobile phone, 3G, 4G and notebook etc.
- 3 Many types of programme are prepared for TV with government and non-government efforts, many TV channel officers are working. In Odisha, the first Doordarshan Kendra was operating at Cuttack and it was popular for its quality programme. In primary stage, news with agriculture, education etc. were transmitted followed by movie, drama etc. and some entertaining programmes.

QUESTIONS

1. What is Television? What are the benefits of Television?
2. Discuss about History of Television.
3. Write how TV programme is transmitted by cable.
4. What is satellite? How TV services are transmitted via satellite?
5. How TV broadcasting is done through DTH services?
6. What is IPTV?
7. What do you understand by commercial transmission?

4.3 TV NEWS PRODUCTION

Writers of books need to understand the magic of words. Television and television news writers need to understand not just the magic of words only but also of images and sounds which work to stir the soul and imagination in ways words alone seldom match. Writing for television is an encompassing and evolving discipline, in which sets of instructions are written for translation into visual images and a sound track that can communicate complex, often abstract, ideas to viewers. Although, this book is a book about making television news, it is essentially a book about writing for television is a book about visual story telling using television's "complement of storytelling instruments; the camera, microphone, video editing console and typewriter. The Language of Television Apart from the words that help guide its content television is a language. Television uses words but its primary content lies in the visual images that unfold

one of the most powerful communication tools ever devised; the television screen. Since its inception, television has distinguished itself as a medium that works best when it communicates visually. At any rate, television has its detractors who fail to understand the medium's screen ability to impart ideas and make those ideas stick in other people's minds. "The detractors are quick to say that "in television, all your time is spent setting the stage to look at pictures, · not getting television content" or "if you eliminated the visual side of the average television news cast, you'd have about the same content as the average five- minute radio news cast." Such comments imply that visual imagery is an invalid form of communication. Words are essential guides but they are not the mediums essence. Today, those who use the medium to best advantage know that in television, words serve only as guides for the pictures and sound that make up television's content. Television scripts are blue-prints for what will be on the screen and come through the speaker. Just as blue-prints are different from the buildings whose constructions they guide, so is television news different from the words that serve as its blue-prints. Television is a complex medium, and here lies the confusion. Television can record and communicate sound just like radio. It can also display the printed words on the screen, just like newspapers. It can broadcast still photographs, the stock market index, and the editorial cartoons. But none of these things is what television does best. What television can do that no other medium except motion pictures can accomplish is to communicate events with pictures that move. Television's primary strength is the television's screen, and through that screen its ability to help viewers practically experience and hence understand those events. A beginner in television reporting whose background is in print journalism will naturally fall back upon the ways of a more familiar medium, using words as the primary communication tool. The radio journalist who enters television can be counted upon to use words and sounds.

The television journalist who doesn't understand how the medium works to best advantage will be tempted to write a script and read the words into a microphone. Even the pictures this journalist chooses to communicate the story may be of himself standing in front of a camera and reading the script. At best the pictures will be treated as visual chewing gum or what some journalists call eye wash or wallpaper video something for the folks at home to watch while What, then, are the components of the language that is television? The first of these components is the visual image. Without the image, television would be radio. Implicit in the notion of visual imagery as it relates to television are the interrelationships of motion and time and their allied moods. Television is much like music. Its meaning is not established

until it plays out through time according to predetermined rhythms and moods. Television is not meant to survive as a still photograph, or even as a series of unrelated scenes in which message, context and meaning speak for themselves. Just as a single note in music has virtually no meaning, so a single television scene is virtually mute. Only when the scene is placed next to others, and the complete work is absorbed, does it assume larger meaning. The second component is sound. Sound in its own way can be as eloquent as visual imagery. A shot of shopping malls and stores accompanied by the sound track of hooting horns and loud voices tell us we are in a market park.

Words are unnecessary to set either the mood or the location. Add sounds to an angry crowd and the effect is equally as dramatic. Sounds from the bustle of Christmas shoppers to the eerie silence of the bombed gutted streets in Mubi are part of the language of television. A third component of television language is the video tape editing process. In print, the writer structures ideas and gives them their relationship to one another. In television the same job falls to the video tape editor. Over half a century ago, the Russian film maker Pudovkin defined motion picture editing as the "compulsory and deliberate guidance of the thoughts and associations of the spectator." Although, Pudovkin described film editing, he might have applied the same definition to almost any creative endeavours. Most certainly, he could have used it to describe the television storyteller. The fourth component of the language of television is a deliberate attempt to guide an audience's thoughts and associations. The goal is to create and to reveal an atmosphere of understanding. Words are essential to describe what the camera missed, or is unable to communicate. Words clarify, emphasize, and provide tone and mood, but even with these great abilities, words alone are powerless to create television news that communicates with strength and impact. Only when all the writing instruments of television are incorporated by the television storyteller - the visual essayist - can the medium realize its potentials.

The time has come for television news people to define their reporting responsibilities as much greater than those embodied in the traditional definitions of reporter, or photographer, or producer or videotape they listen to all those words. The greatest tragedy happens when the habits of these print, radio and aspiring television journalists persist long enough to become entrenched as the way it is done in television. In a word-oriented society, we are somehow compelled to verbalize our experiences, even those experiences to which we are eye witnesses. A renowned photographer Minor White once complained; People in our culture talk photographs rather than experience them visually. Whatever is being looked at, photographs or

anything else, the input is visual while the tagging is verbal. So, for most of us words overwhelm and wrap' any significance appropriate and becoming to visual perception. Some students even claim that unless they name it - until they name it - the thing seen has no meaning. In television news, everyone is a writer. The reporter does not simply gather facts and write words at the typewriter, nor does the photographer merely take pictures or the editor simply join scenes. In television news, the' roles of the reporter, photographers, and editor are equally important. There is a partnership of storytelling skills and talents which contribute equally in reaching out to touch television viewers. Only when the reporter, photographer and editor understand the interrelationship of their roles.

4.3 NEWS ANCHORS AND TV NEWS REPORTERS

Reporters are responsible for delivering updates and analysis on current happening with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines. In order to attract Reporter that best matches your needs, it is very important to write a clear and precise Reporter job description.

Reporter duties and responsibilities

- Keep up with all the local and global happening
- Cover a wide variety of stories
- Conduct and schedule interviews
- Track influencers' work
- Plan, edit, and write stories and articles to be broadcasted
- Verify information provided by interviewees
- Finalize news content
- Keep up with deadlines as timeliness is extremely important
- Follow news events and other media sources to stay informed

Reporter requirements and qualifications

- X years of experience as a Reporter or similar role
- Passion about writing and creating interesting stories
- A portfolio of published articles

- Strong knowledge of media processes
- Excellent communication and research skills
- Charismatic and magnetic personality
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills
- Degree in Journalism or relevant field

4.4 NEWS MAKING / CLIPPING

Newsroom, as you know is the place, where actual news operation takes place. It is the heart of a newspaper where information is processed into news and views. The editorial wing (also known as Editorial Department or Copy Desk or News Desk) and reporting wings are parts of the newsroom. Generally, all editorial and reporting staff coordinates in the planning and processing of news. The newsroom never sleeps as here various activities take place in three shifts - morning, afternoon and night. The first shift starts in the morning, when editor calls a meeting for analysis of news coverage and comparing it with the rival newspapers. If everything is fine, then the efforts of colleagues are appreciated. However, in case of factual errors and technical mistakes, these are pointed out and valuable inputs given for improvement. Then planning for news coverage is made and accordingly duties are assigned to the editorial and reporting staff.

This brainstorming session gives useful guidance to the juniors how to avoid mistakes and maintain consistency in news coverage and presentation. It is also a kind of warm up session, which activates the members of a newspaper house particularly reporters, who after this session, proceed for in search of news. The afternoon session activates the editorial wing. All editorial staff, particularly the Sub/Copy Editor, Senior Sub/Copy Editor and Chief Sub/Copy Editor, starts the editing process under the guidance of News Editor. Initially it goes slowly, but in the evening, news comes very fast and processed accordingly in order to meet deadline. Keeping in view the news values, this wing proposes lead news followed by other news items on various pages before the Editor. After multi-level checking it is finalised and then news goes on different pages for designing and publication. This entire process requires professional skills, team efforts and co-ordination at every level. Newsroom plays a vital role

in the making of a newspaper. In addition, some other activities have been merged with the newsroom which include - Desktop Publishing (typing, photo editing, illustration, page designing and its transmission etc.) which support the editorial and reporting staff in speedy processing. Thus a newsroom undertakes the activities of news gathering, selection of news, editing and Page layout and designing. Let us look at these activities in detail.

NEWS GATHERING : Reporters are one of the main sources of news. They cover various beats and collect news. Thereafter, news is submitted to newsroom, where it is processed and put up in a presentable manner. The close coordination between the editing and reporting wing is very important in the process of news making and presentation. News Selection: The next step is the selection of news. In a newspaper organisation, a number of gatekeepers work at various points in the editing and reporting wings. Their duty is to select or reject information on the basis of their news-worthiness. A reporter may draw upon his/her sources, reach the spot and make efforts to obtain information. However, each event and incident will not be newsworthy and a few stories get selected for making news. Even the reporter has to reject some events/incidents, which do not have news value.

NEWS EDITING: Editing is the final point of a newsroom, where a sub/copy editor examines the news value of that news story and edits it in order to make it readable. S/he reads all news stories carefully, edits and fine tunes the news items and reads it again. A sub editor follows the editing methods such as arranging, adding, reducing and translating the facts and gives a readable shape including a headline to the news items. The gatekeeping process continues at the level of editing too. The Sub/copy editor may reject the news story, if it is not relevant for larger audience and does not contain news values. Editing is the soul of a newspaper which cannot survive without excellent editing.

PAGE DESIGNING AND LAYOUT: Presentation of a newspaper is very important for attracting readers and that is why newspaper organisations are doing extensive research on content presentation and implementing the findings. The presentation includes placement of news and photos, use of logos, illustrations and graphics and most importantly; style sheet that covers font, colour, box and pointers etc. In totality, page designing and layout covers all these aspects and the same are finalised by newsroom staff. Now-a-days, Desktop Publishing (DTP) operators have become extremely important and are in great demand.

The editorial structure of a newspaper organisation constitutes a variety of professional staff at different levels, as discussed below:

EDITOR/CHIEF EDITOR/EDITOR-IN-CHIEF: An experienced and visionary professional who heads a newspaper organisation is known as the Editor or Chief Editor or Editor-in-Chief. S/he supervises and controls all the newsrooms (in multi edition newspapers) that come under his/her authority across the country. The designation varies according to the size and structure of a newsroom. In the case of single or multi-edition newspapers, s/he decides and implements the editorial policy and looks after its execution in consultation with the Resident and Executive Editors. The person is actively involved in the planning and growth of newspaper and being the head of the news as well as views wing, s/he is responsible for everything particularly the editorial page, which is considered to be the voice of a newspaper. Despite the busy schedule, s/he writes editorial and special comments on contemporary issues from time to time. The content and presentation of the newspaper reflect his/her vision.

EXECUTIVE EDITOR: As the name suggests, Executive Editor executes the vision of the Editor-in-Chief or Chief Editor into reality. S/he takes part in all initiatives taken by the Chief Editor and accordingly gives suggestions to the junior staff. In the absence of the Editor-in-Chief, s/he looks after all the activities of the newsroom. The Executive Editor also keeps oneself up to date about the activities of multi-edition newspapers and apprises the chief editor accordingly.

RESIDENT EDITOR: In the case of multi-edition newspapers published from different cities/towns/capitals, a person who heads that particular edition is known as Resident Editor. For example, The Times of India originates from Mumbai, but its other editions are from New Delhi, Kolkata, Patna and Chandigarh etc. Similarly, The Hindustan Times originates from New Delhi, but its editions are in Mumbai, Chandigarh, Patna, Lucknow etc. In Hindi newspapers, Dainik Jagran, Dainik Bhaskar, Hindustan have more than 30 editions across the country which are led by the Resident Editors. Thus, Resident Editor serves as extended arms of the Chief Editor, who implements the newspaper's policies and is responsible for the selection and publication of news and views for the local editions. S/he heads the local editorial and reporting wing of a newspaper.

Note: The number of people working on different designations may vary in different organisations and it mainly depends on the size of newspaper. Big newspapers may have many News Editors whereas smaller ones have only one News Editor.

ASSISTANT EDITOR: The Assistant Editor assists the chief editor and performs the duties assigned by the chief editor. This may be writing an editorial, looking after the feature page and supplements etc. S/he is the key person, who is closely associated with the chief editor.

NEWS EDITOR: The News Editor is a key person in newsroom, who decides the selection and rejection of news items and assigns it on various pages. S/he also gives a fresh treatment or angle to the news, if the story has the elements of news-worthiness. Apart from this, s/he allocates news to different pages on the basis of its importance and supervises his/her colleagues at different levels such as news placement and page designing etc. S/he is always in close contact with the news and reporting wing for better co-ordination. The news editor knows the policies of the newspaper and implements the same under the guidance of the editor. The post of news editor exists in all big newspapers, but in small and medium newspapers, the chief sub editor performs the duties of news editor.

CHIEF SUB/COPY EDITOR: The Chief Sub Editor performs all the duties of news operation with the help of senior sub editor and sub editors. S/he distributes news items to sub editor for editing and pages for designing. Further, s/he also decides the treatment or angle and length and breadth of news story. S/he remains in close contact with the junior staff and coordinates with them. The chief sub editor always keeps ears and eyes open on major happenings or incidents that can become news. S/he coordinates with news and reporting wing for better coverage and also consults with the advertisement and circulation wing. S/he is also known as chief sub.

SENIOR SUB/COPY EDITOR: For smooth functioning of the newsroom and to assist the chief sub editor; the senior sub editor mediates between the chief sub editor and sub editors. S/he ensures accuracy, objectivity and balance in news processing for avoiding mistakes during pressure hours. In the absence or shortage of staff, the senior sub editor performs all the duties of sub editors, such as news editing and page designing etc. Sub/Copy Editor: The sub editor plays one of the most important roles in the publication of a newspaper. S/he actively engages oneself in various works such as news editing, processing and page designing etc. during pressure hours. A sub editor performs various duties such as: editing and rewriting a news story with an impressive intro in an inverted pyramid form; giving pointers to a news item; caption to a photo; and translating news item from English to the concerned language. In doing so, s/he keeps the available space in view and ensures proper placement of story and designing on the

assigned page and proof reading. A sub editor works behind the scene and hardly gets the kind of appreciation a reporter gets but gets fired by seniors for making mistakes.

TRAINEE: A trainee is a newcomer who joins a newspaper just after the completion of his/her professional degree. In order to understand the working mechanism of a newsroom, s/he is put in association with a sub editor, where s/he learns the basic principles of news editing and page designing. S/he also seeks guidance from the senior members regarding the functioning of a newsroom.

4.5 NEWS ARTICLES AND PHOTOGRAPHY

NEWS WING NEWS DESK is the central place, where actual news operation takes place. In addition, there are some specialised desks where specialised work is done such as Business Desk, Sports Desk, Foreign Desk, Film Desk, Desk for Sunday Magazine and Special Pages. These desks work independently from Central Editing Desk. The Business Desk plans and executes the coverage of local market, share market, entrepreneurship, financial activities and business news etc. The Sports Desk plans and executes the coverage of sports activities. The Foreign Desk plans and executes the coverage of international developments, foreign visits of President, Prime Minister and other prominent leaders and its impact etc. The Film Desk plans the coverage of film release and its review, celebrity gossips, profile of a film star etc. Sunday Magazine and Special Pages are planned and published by newspaper on any particular day like Sunday, Saturday etc.

REPORTING WING: The Reporting Wing is the main source of information which supplies bulk of news items to the newsroom on a daily basis. It not only reports news items, but also promotes a newspaper as a brand. One cannot think about the existence of newsroom without a reporting wing. In fact, both the wings are interdependent, but the charm of reporting makes a huge difference. The following are the various categories of reporters who work in a newspaper organisation:

BUREAU CHIEF: The Bureau Chief is a key person who leads central bureau from where a newspaper is being published. S/he leads a group of reporting staff and assigns them duties. S/he not only supervises them, but also tries to go through the news items submitted by reporters. S/he co-ordinates with news wing in consultation with the news editor or chief sub editor and also reports major developments to the editor. S/he also leads local bureau offices where newspaper's circulation and news fall is substantial. These bureaus are extended branch

of a newspaper house from where all the activities, except for the printing of the newspaper are performed. Special Correspondents: They are the senior and most experienced members of the editorial wing who cover national and international issues. The foreign visit of President or Prime Minister, cabinet meeting called by Prime Minister or Chief Minister and parliamentary and legislative sessions are generally covered by the special correspondents.

CHIEF REPORTER: The Chief Reporter covers major events in the city or district and assigns duties to reporters and guides them. S/he also plans special stories and develops one's information sources at various levels so that one can report News Room Set-up & Functions: Print & Online media News Concepts 40 any incident at the same time. S/he also builds rapport with officials as well as politicians so that s/he can be aware of major decisions taken by them. The Chief reporter keeps close contacts with the chief sub editor for better coordination of the city edition.

SENIOR REPORTER: Senior Reporter also covers major happenings in the city and assists the bureau chief and chief reporter in smooth functioning of news coverage. In the absence of senior members in reporting wing, s/he performs all duties such as assigning tasks to the reporters, supervising them and coordinating with the chief sub editor in the news room.

REPORTER: A group of reporters work in the newspaper organisation. They have specific coverage area according to their ability and expertise which is judged by the editor. This specific area is called beat. If a reporter is interested in politics, s/he gets a chance to do political beat. The reporter interested in games is assigned sports beat. Similarly, business, crime, art and culture and science beats are assigned to the reporters, who have skills, potential and ability to do that. They are supervised and instructed by the bureau chief or the chief reporter to file news items on time.

STRINGER: Since it is not financially viable to recruit reporters in each city and area, a newspaper house appoints a group of stringers for coverage of various areas. They provide news items from their specific areas. They are not regular employees of a newspaper, but they provide news on a regular basis and are paid according to the size or words written in the story. In addition, there are some other sources that provide news items to a newspaper house such as News Agencies, Press Release, Hand-outs and Press Communiques issued by the different organisations.

NEWS AGENCIES: News Agencies are the main source of bulk supply of news materials including feature and photographs. Most of the newspapers take the services of news agencies like Press Trust of India (PTI), United News of India (UNI) and Indo-Asian News Service (IANS). Some of the newspapers are fully dependent on them because of financial reasons. These news agencies have international collaborations too. PTI has tied up with Agence France Presse (AFP), Associated Press (AP) and The New York Times, while UNI has tied up with Reuters, Xinhua, Deutsche Presse Agentur (DPA) etc. Some Hindi news agencies are PTI (Bhasha), Univarta, Hindustan Samachar and Samachar Bharti etc.

PHOTOGRAPHY WING The photography wing has prominent position in a newspaper organisation. Most of the newspapers have made it necessary to put a photo or logo or cartoon (small or big depending on the size of a story) along with news items. Even editor takes keen interest in the selection of photographs. The big, medium and small newspapers appoint a photography team led by Photo Editor. The following are the members of the wing:

PHOTO EDITOR: Photo Editor is the head of photography wing who is experienced and creative enough to select best photos for newspapers of consultation with the editor. While selecting a photo, s/he keeps news sense in mind and gives a proper angle in tune with news presentation. S/he also assigns duties to the 41 colleagues for photo coverage and sometimes takes photos from news agencies and photo library of the organisation for effective presentation.

CHIEF PHOTOGRAPHER: Chief Photographer is the second in command in photography wing, who captures photos of various events. Generally, s/he covers visit of a local politician or celebrity, public meetings, cultural programmes, demonstrations, fairs, exhibitions and accidents etc.

PHOTOGRAPHER: A big newspaper generally recruits a good photography team with specialisation in various areas such as sports, wildlife, art and culture and political photography. Photographers are assigned duties on the basis of their specialisation by either photo editor or chief photographer. But a photography team consisting of 3-4 staff exists in medium and small newspapers. Here a photographer covers almost all activities taking place in his/her area. S/he moves to different places and takes photographs of various events and submits it to the newsroom with good captions, within the deadline.

LAYOUT OF A NEWS PAPER: The paper or surface we use for artworks usually is rectangular in shape. How you place it when you start working on it, taller side i.e.-vertical or wider side i.e. horizontal is what is called orientation of layout. Those of you who are familiar with working on a computer may know that if you open ‘page layout’ in the menu you get two options – the horizontal format which is called landscape and vertical known as portrait. When one starts to work on a design, it’s important to decide which option we want to use or better, which one will be more suitable to the job we are about to execute. For example, if it’s a letter, it is always in a vertical format as the line length in a horizontal orientation will become too long to read and comprehend. (You have learnt in the chapter on typography about the ideal number of characters easily readable in a line.) Besides business letters, certificates and other such official documents are normally stored in files, so the vertical or portrait style is preferred. The choice of format has to be made only on some occasions as certain things already have a fixed format like: Vertical: Newspapers, Magazines, Most Books, Journals Horizontal: Hoardings, Banners and Sign Boards, Vehicle graphics. However, when we have to decide about particular advertisements in newspapers or designing posters, the designer can exercise his discretion. Even though most books are vertical, some coffee table books are made in horizontal and even in square format, if that is what is suitable or adds to the aesthetic of the subject. But who decides what is suitable? It is the designer. Therefore it is important for a designer to work towards understanding what is suitable. Practice, no doubt makes one perfect, so keep working. In the beginning, it may be easier to first make your design, after putting together all the necessary elements and then arranging them in both formats. Experience will however teach you that if the predominant element is of a vertical orientation (like a picture of Eiffel Tower or Mount Everest, or tall pine trees) a portrait format will most likely be more suitable, and if it’s a picturesque and panoramic seascape or mountainscape, a horizontal orientation will definitely be more suitable, this however is not the only rule, other elements also have to be considered.

Newspapers as you may have observed have a typical layout and the pages are divided vertically into what is known as columns. The column size in different newspapers also vary, newspapers are generally around eight columns of 4cms width each. The divisions are made by line spaces left blank between two sets of texts; these are called gutters. These help to separate the news items as well as aid readability. If you closely notice the advertisements you will notice that, they also confirm to the columns. The width is measured by columns, while the height is measured in centimeters. These are important as they not only form the basis of

the layout, but also, help in calculating the cost-in terms of column/ centimeters. In some newspapers there are a smaller number of columns whereas, the width of each column may be more.

Activity: Try and collect samples of different types for your scrapbook.



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LAYOUT COMPOSITION: The visual aspects of the message to be conveyed have to be considered to make the layout aesthetic and communicate effectively. Then it also depends on what the layout is being made for since the requirements for different media differ. If you look at newspapers, magazines, books, stationary, posters, hoardings, book covers etc., you will notice that the layout is different. These layouts are based on a fixed format called Grid. There can be layout compositions which are not formatted or conform to any specification, they are called free or informal compositions, and they may be illustrative. Balance in Compositions is usually classified as:

- Symmetrical
- Asymmetrical
- Mechanical
- Visual The layout composition is easy to make if it is based on a grid. A grid helps divided and use the given space in an organised manner. A grid is made after centre of interest is decided depending on the requirement, for text if it is primary in the case of books, in a book cover text could be secondary and in case of a magazine cover, apart from the title, the rest of

the text could be tertiary in importance. A grid helps define the text box, the image box and the gutter (space between text and image boxes.) Let us take a closer look at how a grid is made and how it works.



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THE GRID SYSTEM: The grid method encourages the designer to view the entire page surface as a total unit, breaking the area into sub-zones in which the elements are placed – rather than letting the layout develop from copy in a free-flowing haphazard manner. Each element of the total presentation like copy, picture, logo etc. is placed into one or more of these sections. It is then very easy to move each of these units around until the most suitable and pleasing arrangement is determined. Text and visuals can be distributed leaving white spaces as required and suitable. Let us go step by step.

- The Grid system first divides the page into vertical and horizontal sections of equal size.
- Now margins are added around each unit. The margins indicate breaks between columns of copy and or breaks which would keep blocks of elements from coming too close to each other.
- The divisions can now be used as required to place text and visuals. Copy, headline, logo, visual and other such elements like these determine the grid format, the grid in turn, determines the precise size and space. Another example is of an Irregular Grid. This when used gives a more refined look. This is called dropping units. In this case the material to be used can define the design of the grid. There is no rule which says you have to fill all the available space. The graphic rule is that you must use

all the space and achieve a visual balance. Remember there is a big difference between using the space and simply filling it. Adjusting to Mechanical limitations: The grid should be planned within whatever limitations imposed by a printing method, for example while designing for a book, one has to keep allowance for binding of the volume. Or a centre-spread—one can disregard normal inside margins and create a two-page grid.

COLOUR IN LAYOUT: Colour is a very important factor in an advertising layout because it attracts attention. If an advertisement is colourful its obviously more attractive, provided it is used discriminatively. Since the image reproduced is as good as real, and the nature of properly and perfectly conveyed colour can be very advantageous. Colour increases the degrees of attention and invites more audience. It increases memory value and layout efficiency, also creates a pleasing, rhythmic movement of the eye. Colour has emotional qualities. All colours convey a certain feeling or emotion. The way in which a colour is used goes a long way in the effectiveness of the message. Perceptions, connotations, cultural conventions, interpretations, all these affect the way different people assimilate the meanings of colours used in a design. So before making a colour advertisement it is essential to work out some facts about the meanings of different colours and how people react to them. In advertising layouts, colour increases or decreases the legibility of the letter forms.



LAYOUT OF A MAGAZINE: Like newspapers, magazines also have their specifications. The page sizes are defined and the print area is also fixed and artwork or layout must adhere to that. Notice that in all newspapers and most magazines, a kind of border or margin is left outside of the area of artwork, the matter or text area is known as the print area. Printing of text is seldom done till the edge of the paper. On the covers of magazines and on some pages inside you may observe the picture or background colour printed up to the edge of the paper, this is called the bleed. If your design, calls for a bleed, then the size of actual artwork will have to be larger than the page size of the magazine. Usually reading matter of articles and stories in magazines is set in columns but advertisements do not confine themselves to these divisions. Advertisements in popular magazines mostly come in full page, half page or double page. A recent trend even includes series and sometimes pages cut in half or cut-outs to attract attention.