Word and Image - 3

Communicative English Handbook for

III Semester Communicative English Students

Paper 5: Writing for the Media: Print

And

Paper 6: New Media Writing

Editor:

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FOREWORD

Word and Image 3 Communicative English Hand Book for III Semester BA under Faculty of Arts, Bengaluru Central University (BCU) has been designed to give students a comprehensive view of Print Media and New Media. The focus in this semester is on the various features and techniques of writing for the newspaper and different platforms of social media.

I congratulate the Text Book Committee on its efforts in the preparation of the material. I thank the Director of Bengaluru Central University Press and their personnel for bringing out the Text Book neatly and on time.

I hope the text will motivate the teachers and the students to make the best use of it.

Prof. S. Japhet

Vice-Chancellor

Bengaluru Central University

Bengaluru-560001.

PREFACE

The Communicative English Handbook for III Semester Communicative English, ***WORD AND IMAGE III***, introduces undergraduate students to the traditional and contemporary forms of mass communication.

Semester III comprises two papers: Paper 5 - Print Media and Paper 6 - New Media Writing. The syllabus for the semester is designed to give the students an overview of the print media and an understanding of the media that has newly emerged. It is hoped that the curriculum would enable millennials who are natives of the technoculture to engage with the various techniques of writing for the newspaper and motivate them to deeply interpret different platforms of social media.

I would like to thank the Chairperson and her team of teachers who have meticulously put together a comprehensive handbook. I wish to thank the Vice Chancellor and the Registrar of BCU for their consistent support. I also thank the publisher, who helped us bring out the book on time.

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Introduction and Note to the Facilitator

Word and Image 3 is prescribed for the students of Communicative English, of the newly formed Bengaluru Central University. Communicative English is a subject in which students are trained in the fundamentals of communication with an emphasis towards writing for the media.

The course aims to develop the student's proficiency in English and develop their communication skills.

This book has been designed to familiarize students with the traditional form of mass media- print media and also the highly interactive new media. The book is divided into two sections, each focusing on the two papers prescribed by Bengaluru Central University. (*Content has been drawn from various sources- books, articles and online materials. Credit may not have been attributed for a few sources*)

The third semester has two papers: Paper 5: **Writing for the Media: Print.** and Paper 6: **New Media Writing.**

Paper 5: Writing for the Media: Print

Objectives

- To enhance the knowledge about the role of newspapers in society.
- To help the students have a clear idea about the functioning of a newspaper organization.
- To familiarize them with the history and fundamentals of print media.
- To familiarize them with the characteristics of print media content and set a stepping stone for the student to be a print media professional.
- Students learn about various types of writing for newspapers and magazines.
- To familiarize the students with the basics of writing of print media.
- To create understanding of various print media content.
- To understand the different ways of gathering news.
- To inculcate the knowledge of editing.
- To understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials.
- To understand the aspects of news writing, feature writing and profile writing.
- To learn to frame questions and compile information before interviewing a person.

Learning Outcomes

- Will be acquainted with the history of the media.
- Will have knowledge of the fundamentals of media writing.

- Will understanding the crucial role played by newspaper in society.
- Will know the concept of news with its types, elements and sources.
- Will be conversant in writing editorial, features, reviews and news reports.
- Will discern the work of various news persons, their qualities, duties and the professional requirements.
- Will be acquainted with various aspects of editing and the nuances involved in newspaper page designing and typography.
- Will have a of page designing.
- Will be able to design question for the smooth conduction of an interview.

Paper 6: <u>New Media Writing</u>

Objectives

- To familiarize students with the new trends in media.
- To enable students to communicate to diverse audiences in a variety of contexts and genres.
- To prepare students for a wide range of writing-related careers.
- To develop the theoretical and methodological skills necessary for using emerging media.
- To acquaint students with new media and to develop a critical approach to the use and misuse of these technologies.
- To develop hands on experience and understanding of the current changes in media production and consumption.
- To adopt 'power-user' skills.
- To learn the basics of content writing
- To use standard editing tools and techniques.
- To facilitate students to restructure and rewrite complex documents to readable and grammatical accurate documents.

<u>Learning Outcomes</u>

- Students will have the ability to use, analyze, and learn communication technologies.
- Students will develop textual, visual, and verbal communication abilities.
- Will be able to write profiles effectively.
- Will be equipped to define the importance and functionality of social media.

<u>NOTE</u>: Students are to do a one month <u>On the Job Training</u> at the end of II Semester. Internship can be done in an NGO/ Media House/ any organization where oral and written communication is involved. Report is to be submitted in the III Semester. Maximum Marks for the <u>On the Job Training</u> is 50.

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Practicals – 50 Marks (35+15)
Practical exam to be conducted for 35 Marks.
15 Marks for Internal Assessment.
Page making to be taught.
A lab Journal to be brought out.
20 Marks for Lab Journal. 5 Marks for Viva.
Group activity 5 in a group
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Module-1
Introduction to Print Media

HICKY's
BENGAL GAZETTE;
OR THE ORIGINAL
Calcutta General Advertiser.

Madras Courier.
LUSTRES.
4-Light LUSTRES:
CUT GLASS
GLASS SHADES.
J.T.Weekes,
APPARATUS,

Print media is the printed version of telling news, primarily through newspapers and magazines. Before the invention and widespread use of printing presses, printed material had to be written by hand. Initially, news was chiselled in stone. Later, it was handwritten and posted in a public area or read from a scroll by a town crier. In 131 B.C., the ancient Roman government produced daily news sheets and informed the public through town criers. Johannes Gutenberg invention of the printing press in 1440, made the mass production of news pages possible. This invention spread throughout Europe. Printing and distributing sheets of news became popular. Through the years, print media has evolved to include entertainment, educational topics etc., instead of conveying only news.

A newspaper is a publication printed on paper and issued periodically, daily or weekly. It is used to convey information and opinion about current events and news. One can buy a newspaper at a store or at a news stand. Also, newspapers can be delivered to one's home, if one subscribes to it. Newspapers cover a lot of topics. They include political events, crime, business, sports, entertainment, literature, weather report, astrological predictions and opinions. Newspapers use photographs to illustrate stories, and also include comic strips and other entertainment, such as crosswords and Sudoku. Newspaper is the most popular form of print media. Different types of newspapers cater to various subjects. Newspapers range from general to specific interest newspapers e.g. Deccan Herald, The Economic Times, Bangalore Times etc.

Newspapers in their modern form originated in Europe in the 17th Century. The first daily newspaper was the ‘London Daily’ started in 1702. The first newspaper in the United States of

America was the ‘Boston News Letter’ in 1704. The political influence of newspapers was perceived by governments and this led to an increase in newspapers. The rapid expansion of newspapers during the 19th century was influenced by improvements in printing technology, the establishment of international news agencies, and increase in literacy.

Newspapers in India were begun by a few Anglo-Indians. The first newspaper in India was the “Bengal Gazette‟, also known as the ‘Calcutta General Advertiser’, which appeared on 29 January 1780. It was edited by James Augustus Hicky. ‘Bengal Gazette’ was a very small two sheet weekly newspaper. The paper was filled with a lot of advertisements and was later printed under the name -The Calcutta General Advertiser. 1780 also saw Messer B Messinck and Peter Read bringing out the ‘Indian Gazette’. ‘The Calcutta Gazette’ and ‘The Calcutta Chronicle’ too were small ventures with their circulation confined to the servants of the East India Company. In 1799, there were seven weeklies in Calcutta, two in Madras and two in Bombay. The first newspaper in Mumbai was ‘Bombay Herald’ in 1789 followed by ‘Bombay Courier’ in 1789 and ‘Bombay Gazette’ in 1791.

James Silk Buckingham established a periodical, the ‘Calcutta Journal’, in 1818. This venture at first proved highly successful, but in 1823 the paper's outspoken criticism of the East India Company led to the expulsion of Buckingham from India in 1823.

The first Indian attempt at publishing newspapers was in the form of two weeklies, one in English and the other in Bengali, both inspired by Raja Ram Mohan Roy. By 1823, there were three weeklies in Bengali, three in Persian and one in Gujarati published by Indian. From such small beginnings the press in India developed slowly and steadily and came to exercise an important influence on Indian affairs.

Raja Ram Mohan Roy a social reformer recognized the power of newspapers and started a Bengali newspaper ‘Sambad Kaumudi’ in 1822 and a Persian paper ‘Mirat-ul-Akhbar’ in 1822. Fardaonji Murzban started ‘Bombay Samachar, in 1822, he was a pioneer of the Vernacular Press in Bombay. The ‘Times of India’ issued its first edition as ‘The Bombay Times’ and ‘Journal of Commerce’ on 3 November, 1838. 1857 is known as the year of the emergence of journalism in India. In 1857, newspapers owned by Indians and British were divided and the government passed the Vernacular Press Act in 1876.

1861 - The first edition of The Times of India was published by Robert Knight. Up to 1947 this newspaper continued to support the British cause. Today, Times of India has grown to be the largest circulating English daily in the country.1868 saw the beginning of 'Amrit Bazaar Patrika' by Shishir Kumar Ghosh and Motilal Ghosh. "The Hindu" was started in 1878 in English and was mainly circulated in Tamil Nadu and Kerala.

Newspapers slowly gained prominence. Freedom fighters like Bal Gangadhar Tilak founded ‘Kesari’ and ‘Mahratta’ newspaper, Mahatma Gandhi started ‘Young India’ and ‘Harijan’. Jawaharlal Nehru started the ‘National Herald’ adding colour to the freedom movement.

From the trials of Tilak in 1897 and 1908, Mahatma Gandhi in 1922, Vernacular Press Act of 1878, the Newspapers Incitement to offences Act of 1908, the Indian Press Act 1931, the Press Objectionable Matter Act of 1951, the Newspaper Price and Page Act of 1956 bear testimony of the suppressive and oppressive measures taken against the Indian newspapers.

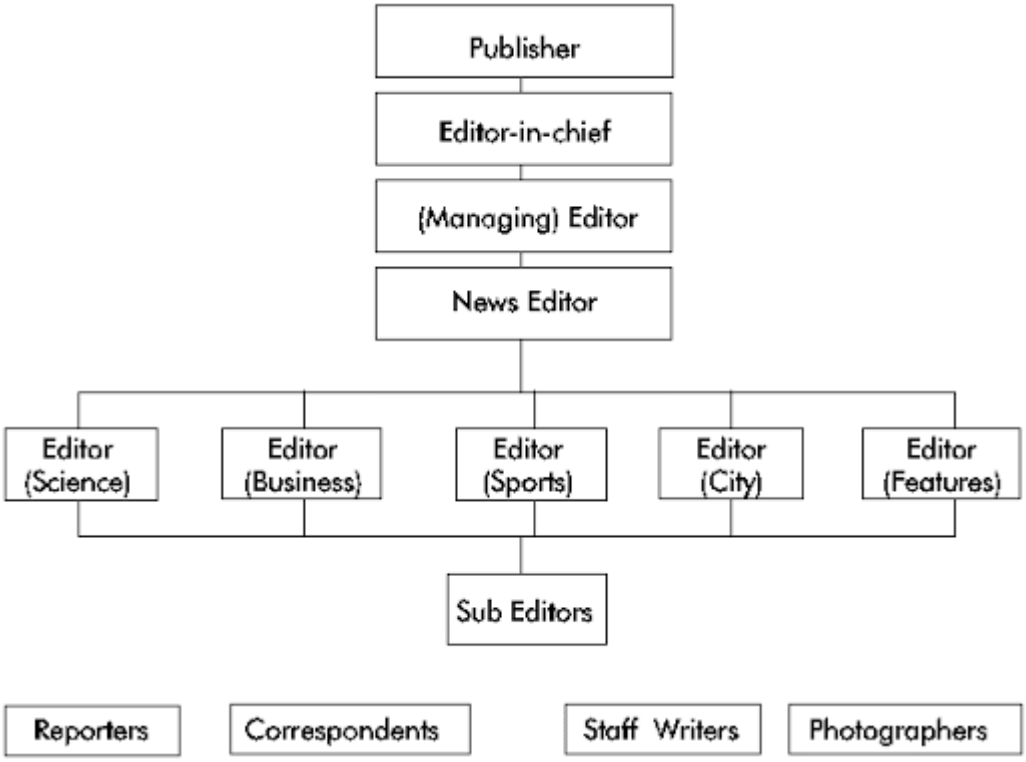
However, all these suppressions and oppression reached brutal heights during the 1975-77 Emergency regime of Indira Gandhi. But later the conditions of Press changed and reached to its zenith. Freedom of the press is very important and also enjoys greater freedom in a democratic country.

Currently India publishes about 1,000 Hindi dailies that have a total circulation of about 80 million copies. English, the second language in terms of number of daily newspapers, has about 250 dailies with a circulation of about 40 million copies. The prominent Hindi newspapers are 'Dainik Jagran', 'Dainik Bhaskar', 'Amar Ujala', 'Devbhumi Mirror', 'Navbharat Times', 'Hindustan Dainik', 'Prabhat Khabar', 'Rajasthan Patrika', and 'Dainik Aaj'. The main regional newspapers of India include: Marathi 'Lokmat', Gujarati 'Gujarat Samachar', Malayalam 'Malayala Manorama', Tamil 'Daily Thanthi', Telugu 'Eenadu', Kannada 'Vijaya Karnataka' and Bengali 'Anandabazar Patrika'.

Structure of a Newspaper Organization

Journalism is not concerned only with writing and editing of newspaper and periodicals. Gathering and transmission of news, business management, advertising and other processes connected with the production of a newspaper also come under the purview of journalism.

Most of the newspapers have three main departments- editorial, business and mechanical. The organizational set-up varies from newspaper to newspaper depending upon the size of the newspaper and the services catered to the readers.



1.Editorial Department

This department is headed by the Editor who is responsible for

- Collection of news

- Selection of news and features
- Editing of news and features and
- Interpretation of news

The editor of the newspaper alone cannot handle the editing work and is therefore assisted by Chief correspondents, Resident editors, Managing Editors, Dy. Editors, Asst. Editors, News Editor (Night and day), Sub-Editors and other functionaries like photographers, cartoonists, feature writers and reviewers. Various types of correspondents are engaged in collection and supply of news.

2. Advertising Department: Advertising is the major source of revenue for a newspaper. As such, the work of collection and publication of advertisements becomes crucial in a newspaper organization. The advertising department looks after this work. There can be several sections in this department: One to look after local advertising, one for classified ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy etc.

3. Circulation Department: Circulation is the life blood of a newspaper; this department assumes great importance.

4. Printing Department: It looks after all the work related to printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of machines etc.

5. Administrative Department: This department looks after the general administrative work- pertaining to personnel selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department, the administrative department also handles the work pertaining to legal matters.

6. Accounting Department: This department looks after all the accounting work like maintaining books of accounts, preparing balance sheet and other financial statements, payment, receipt, preparation of budget, financial planning, cost control etc.

7. Stores Department: It is responsible for the proper storage of raw material (newsprint) and other materials used in the newspaper office.

News Agencies

News agencies are organizations that gather, write, and distribute news from around a nation or the world to newspapers, periodicals, radio and television broadcasters, government agencies, and other users. Newspapers all over the world depend on news agencies for news flow. News agencies provide news reports of current events to newspapers and others who subscribe to its service. News agencies act as corporations that sell news or as agencies that tie-up with other media houses and generate their news centrally and share local news content

with the major news agencies. News agencies are a backbone for collecting transnational news. They are also called as press agencies, press associations, wire services, or news services. It does not generally publish news itself but supplies news to its subscribers, who, by sharing costs, obtain services they could not otherwise afford or access. Mass media depends on the agencies for the bulk of the news, including those that have extensive news-gathering resources of their own.

A news agency, according to UNESCO is "an undertaking of which the principal objective whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts, and to distribute this to a group of news enterprises, and in exceptional circumstances to private individuals with a view to providing them with a complete and impartial news service as possible against payment, and under conditions compatible with business laws and usage".

The following are some of the popular news agencies:

Reuters

Paul Julius Reuter, a German founded it in 1851. It is headquartered in London and is owned by Thomson Reuters. Reuters has the credit of being the first to break important news like the American Civil War and the assassination of Abraham Lincoln. It is a major provider of commercial information like foreign exchange rates, stock exchange prices, commodity prices etc.

Associated Press

AP is a non-profit cooperative organization established in 1846 in New York. It operates 243 bureaus in nearly 120 countries, with international staff located across the world.

Agence France-Presse (AFP)

AFP is the oldest international news agency, headquartered in Paris. AFP has regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C., and bureaus in 150 countries.
It transmits news in French, English, Arabic, Portuguese, Spanish and German.

Press Trust of India (PTI)

PTI is India's premier news agency, headquartered in New Delhi and is a non-profit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. Its Hindi service is called Bhasha.
PTI correspondents are based in all important news centres around the world. It also has tied-up with several foreign news agencies. Currently, PTI commands 90% of news agency market share in India.

United News of India (UNI)

UNI started its commercial operations on March 21, 1961. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.

UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that provides news services to Hindi newspapers. UNI remains the first and only news agency in the world to supply news in Urdu. This service was begun on June 5, 1992. The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, Central and State governments, corporate and commercial houses besides electronic and web-based media source news from UNI.

Indo-Asian News Service (IANS)

IANS was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR (Noida), putting out the real-time news from India, South Asia and news of this region around the world.

Asian News International (ANI)

ANI is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe. ANI has established itself as a 'complete content house' providing text, video and picture content for TV, print, mobile and online media. ANI also provides a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crew, editing and post production facilities, access to archives, up linking facilities, coordinators, producers and correspondents, as per requirement.

Journalism and Kinds of Journalism

Journalism is a profession that involves collecting information about a particular subject, then reporting findings and conclusions to a wider audience through print, digital or broadcast media. Journalists report information in the form of investigative reports, news, features, columns and reviews. Investigative reports and feature articles are longer forms that develop a story and include more details. News, columns and reviews are shorter article forms intended to address a specific topic without expanding into intricate details. The purpose of journalism is to research and report events that impact people's lives and society in different ways. Different types of journalism cover various aspects of life that impact society, appeal to assorted audiences and have varying requirements for objectively reporting facts.

Kinds of Journalism

There are different types of journalism:

1. PHOTO JOURNALISM

Photo Journalism or Pictorial Journalism is when a photograph or a number of photographs are printed with words, with or without explanation. Photo features can be used effectively to convey an idea or message without the assistance of written matter. These are called Photo features.

2. NEW JOURNALISM

The style of writing is slightly different from the traditional form of writing to keep people informed through simple writing. Joseph Pulitzer, the father of new journalism was the one who initiated this kind of writing. He wanted to increase the circulation figure of the newspaper, THE NEW YORK WORLD.

In this kind of journalism there was exaggerated information, colour photos were used, simple style of writing was changed into colloquial.

3. YELLOW JOURNALISM

This is an extension of new journalism. William Rudolf who was a contemporary of Pulitzer was the editor of a paper called San Francisco Examiner. This became a major competitor to the newspaper The New York World.

In order to increase the circulation William gave up ethics. Scandals were published in a bold manner. There were cartoon strips for the first time in Yellow colour and the name of the character was Balloon (yellow kid). Since the paper had this cartoon, this style was popularly known as Yellow Journalism.

4. DEVELOPMENT JOURNALISM

It is a relatively new form of Journalism. The main purpose of this journalism is to convey the various development activities undertaken by the government for the growth of the nation in all fields.

Shelton Dunaragne describes, development journalism as an integral part of new journalism that involves analytical interpretation, investigation, constructive criticism and sincere association with grass rules. It could be a partner of the government in discovering to know what sort of development people want and what sort of policies the authority might pursue.

Beyond this relationship a journalist is equally independent of the type of development which is taking place and can be an honest and free critic in pointing out the things which are going wrong.

5. PARLIAMENTARY JOURNALISM

It originated in Britain. In India Parliamentary Journalism came into existence in 1951. Parliamentary reports include the annual reports, details of happening, important events, proceedings of parliament and who is who in the parliament. It also analyses the political trends in the country.

6. POLITICAL JOURNALISM

It is one of the most important forms of journalism, especially in a democratic country. The main function of political journalism is to keep a watch on other 3 estates- legislature, judiciary and executive.

Political features also give an in-depth analysis of the political scenario and also convey the information from the government and about the government. It also conducts opinion surveys to voice public opinion.

7. FILM JOURNALISM

It started in India during the 1930's. It includes regional film, Bollywood and Hollywood. Interviews with eminent and popular personalities working on and behind the scenes, movie review, news on film festivals are also a part of film journalism which has become a flourishing business in the print media. Magazines and tabloids survive mainly on gossip, scoops etc.

8. INVESTIGATION JOURNALISM

It has become very popular since it involves a lot of risk, personal details, challenge and responsibility which would finally produce result, for the public good.

Sometimes even straight news stories appear like investigative stories because it goes into details of a particular issue or event.

9. INTERPRETATIVE JOURNALISM

Interpretative stories are different from straight news stories, as they involve a lot of background information and interpretation. In an interpretative piece or story, the background information is hidden as to why and how analysis is done when an event occurs. Most of the events in an interpretative story is based on facts and are called News analysis.

10. ONLINE JOURNALISM

Traditional journalism is different from Online journalism in content and presentation.

Online journalism involves condensed stories, hypertext and interactivity. Hypertext enables the audience to go visit portals and websites resulting in non-linear passion of reading. Interactivity provides audience, the ability to access news not only locally but also from other areas of the world.

Interactivity heightens the interaction between the journalists and audience which is now a more important part of Online Journalism. The content of news also becomes important for the success of the internet, as a news medium.

11. RADIO AND T.V JOURNALISM

The advent of satellite has made the electronic news media more feasible and far reaching at the shortest span of time. Radio takes news to people even when they are moving and at the same time it gives the news in the shortest form.

Now television has overtaken the radio. It combines verbal and visual media. It gives a striking account of events, making the viewer feel that s/he is a part of the scene. Satellites have revolutionized the presentation of news.

12. CARTOON JOURNLISM

Cartoon over the years have come to be an effective tool of communication as well as a critical comment about the time we live in.

A cartoon is language in itself - a universal language with no barriers; no linguistic form which is comprehensive enough for a glance to interpret and meaning is conveyed in its simplest form.

Cartoons seem a relatively happy and harmless element. Today there is no newspaper in India without a cartoon. Cartoons which appear today are of national or international interest.
An editorial cartoon is supposed to be out with a specific message that the political leaders or the Government officials can do something about. Every newspaper has its own cartoon to enlighten/delight its reader.

13. CITIZEN JOURNALISM

It is a relatively new form of journalism. Citizen journalists are guest journalists who get an opportunity to report any event or happening as a live witness.
CNN IBN was the first news channel in India to introduce this kind of journalism.

14. SPORTS JOURNALISM

It is the one of the oldest forms of journalism. It is a niche area where in sports enthusiasts read and write about the sporting activity.
An increasingly popular trend that we can see today is retired sportsmen venturing to writing as columnists and their increasing popularity stands testimony that sports journalist are here to stay.

Glossary of terms associated with Newspaper

Assignment: A story a reporter is detailed to cover.
Beat: The specialization of a reporter. E.g. Sports, entertainment, business etc.
Blooper: A Blooper is a clumsy or embarrassing mistake committed over radio or print media.
Byline: The name of the author of an article in books, magazines, newspapers, newsletters, content Websites, blogs, or other publications. In some cases, bylines may be used to give credit for photographs or illustrations. It appears between the headline and start or at the end of the article or sometimes as part of a mini-bio of the author.
Columnist – A person who writes a regular column giving a personal opinion.
Credit line: A credit line in a newspaper is where reference is made to items included in the article from another source, such as research material. Acknowledging the source of a picture is an example for a credit line.
Dateline: Although it sounds like a date such as month day and year, the dateline is actually in the first line of an article and is the location where the reporter is writing from. For example: "New Delhi - A woman gave birth to eight babies today." In this example, the "dateline" is New Delhi. Datelines are most often written in upper case.
Deadline: The time by which a news report must be submitted. Deadlines are common in print, broadcast and online journalism, and are necessary for the smooth functioning of the news operation
Dummy: A preliminary layout of a newspaper page, showing the placement of stories, headlines, pictures and advertisements.
Flag: The newspaper's name on page one.
Freelance: It is a working arrangement when a person sells his/her services to individual buyers with whom they are not employed. Freelance journalists can be reporters on contract

who write on a regular basis to columnists, radio moderators and occasional contributors to publications and broadcast programmes.

Gutter Journalism or Yellow Journalism: It is a type of journalism that presents little or no legitimate well-researched news and instead uses eye catching headlines to sell more newspapers. Techniques may include exaggerations of news events, scandal-mongering, or sensationalism. By extension, the term yellow journalism is used today as a pejorative to decry any journalism that treats news in an unprofessional or unethical fashion.

Headline: The headline is the text at the top of a newspaper article, indicating the nature of the article below it. The purpose of a headline is to quickly and briefly draw attention to the story.

Jumpline: Line at the bottom of a story listing the page where the story continues.

Masthead: The masthead is also referred to as an imprint. It is a list, published in a newspaper or magazine, stating the title, ownership, management, subscription, and other non-news features. In newspapers the masthead appears on the editorial page; in magazines it is frequently found elsewhere, often in the first few pages of the publication.

Stringer: A stringer is a photographer or journalist who contributes reports or photos to a news organization on an ongoing basis but is paid individually for each piece of published or broadcast work. Stringers are generally freelancers and do not receive a regular salary.

Tabloid: Is a newspaper with a compact page size, usually half the size of a standard newspaper.

Assignment:

I Answer the following in about two sentences:

1) What is print media?
2) Define a newspaper.
3) Write about the administrative department in a newspaper organization.
4) What is a news agency?
5) UNI
6) Reuters
7) Define ‘journalism’.
8) Citizen journalism
9) Beat
10) Tabloid

II Answer the following in about 200-250 words.

1) Write about the origin and growth of newspaper in India.
2) Write about the different departments in a newspaper organization.
3) What are the kinds of journalism?
4) What is a news agency? Write about two international and two Indian news agencies.

Module-2
Major Newspapers, Magazines, Tabloids

India has the 2nd largest newspaper market in the world. The Indian Readership Survey (IRS) data released for Q1 of 2019 reveals that the overall readership of newspapers has grown from 407 million readers in 2017 to 425 million readers at the end of the first quarter of 2019.

Popular Indian Newspapers in English

The Times of India (TOI)

The Times of India is the most popular English newspaper. The newspaper was established in 1838. The approximate circulation of Times of India is 3,140,000.

The Hindu

The Hindu is one of the most popular newspapers published in India. The Hindu is published in broadsheet format and in English language. The Hindu was founded in 1878. The approximate circulation of The Hindu is 1,466,304.

Hindustan Times (HT)

Hindustan Times is a leading newspaper and was founded in 1924. Approximate circulation of Hindustan Times is 1,143,000.

The Indian Express

The Indian Express is owned by the Indian Express Group. The newspaper was founded in 1931. Approximate circulation is about 435,618.

The Pioneer

The Pioneer was founded in 1865 by an Englishman. George Allen. It is the second oldest English newspaper in circulation in India after The Times of India.

Deccan Herald (DH)

Deccan Herald (DH) is a daily newspaper published from Karnataka. The newspaper was founded in 1948. The circulation is around 12.43 lakh.

The Telegraph

A popular newspaper from Kolkata was started in 1982. The paper is from the house of Popular Bengali newspaper Ananda Bazar Patrika (ABP). The approximate circulation is 484,971.

List of Popular Magazines in India

- *Better Interiors*
- *Better Photography*
- *Business Today*
- *Business World*
- *Champak*
- *Dataquest*

- *Digit*
- *Electronics For You*
- *Femina*
- *Filmfare*
- *Forbes India*
- *Frontline*
- *India Today*
- *New Woman*
- *Outlook*
- *Overdrive*
- *PC Quest*
- *Reader's Digest*
- *Society*
- *Sportstar*
- *Tinkle*
- *Today's Traveller*
- *Tehelka*
- *Time Magazine Asia*
- *Vedanta Kesari*
- *Vogue*
- *The Week*
- *Woman's Era*

List of popular Tabloids in India

Mid Day

Launched on 18th August, 2008, Midday is an afternoon daily tabloid paper published from Pune, Mumbai, Delhi and Bangalore. MidDay Infomedia Limited is its owner. This tabloid is published in three different languages which include Urdu, Gujarati and English. The various sections of this tabloid consist of 'Travel', 'Sex and Relationships', 'Food and Health', 'Lifestyle' and 'National or International News'.

Mumbai Mirror

With a daily circulation of approximately 7, 00, 000 copies, Mumbai Mirror had been published on 30th May, 2005 by the organization called Times Group, the company who established The Times of India. It had been established by Vilasrao Deshmukh and Amitabh Bachchan at the Gateway of India.

Ebela

Ebela tabloid is a Bengali tabloid which targets young Bengali readers belonging to West Bengal. The ABP Group had published this Bengali daily tabloid which contains 32 pages. Presently, it is circulated in Howrah and Kolkata.

The Afternoon Despatch and Courier

The Afternoon Despatch and Courier is a famous evening tabloid published in Mumbai in the state of Maharashtra, by a man known as Behram Contractor or 'Busybee'. It was formally launched on 25th March, 1985.

Dekho Bhopal

The Indian weekly tabloid called Dekho Bhopal is published under the supervision of its editor, Syed Aquil Ali. It was launched in the year 2010, in the form of a news website DekhoBhopal.com. It is a Hindi tabloid.

Kerala Kaumudi

Founded during 1911, Kerala Kaumudi is published from the regions of Kollam District, Thrissur District, Kannur District, Alapuzha, Kottayam District, Kochi, Kozhikode, Pathanamthitta, Thiruvananthapuram spread across Kerala and Bangalore.

Bangalore Mirror

Bangalore Mirror is a daily English-language newspaper published in Bengaluru, founded in 2003 and was relaunched in 2007. It is published by Bennett, Coleman & Co. Ltd.

Popular Tabloids in Karnataka

Lankesh Patrike

It is a weekly newspaper was started in 1980 by P Lankesh. It was begun on the lines of Harijan a newspaper published by Mahatma Gandhi. Uniqueness of this weekly is that it has never published a single advertisement or generated any revenue through advertisements.

Hai Bengaluru

It was founded by Ravi Belagere in association with R. T. Vittalamurthy, Ra. Somanath, Jogi and I. H. Sangam Dev in 1995.

Assignment:

Answer the following in a sentence or two:

1) Name two popular Kannada tabloids.
2) Name four popular English magazines.
3) Name two Kannada newspapers.
4) Name two English tabloids.
5) Name two English dailies.

Module-3
Headlines

A headline is the title of a newspaper/magazine story, printed in large letters at the top of the story. It is a brief summary of what the article is about. According to Webster's dictionary, headline is a head of a newspaper story or article usually printed in large type and giving the gist of the story or article that follows.

Headlines are mostly in bold, and use catchy phrases. The main objective of a headline is to attract the attention of the reader. Most of the time headlines use only few words which are action verbs.

Kinds of Headlines:

- Banner Headline
- Crossline Headline
- Flush-Left Headline
- Flush-Right Headline
- Kicker/ Shoulder Headline
- Sub-headline

Banner Headline:

The banner headline runs across the full page and is placed on the top of a news page to draw attention to the lead story of that particular page. A classic banner head has three key characteristics:

1. **Magnitude:** It is written only for those events that can be considered "earth shaking".
2. **Display:** It runs across eight columns and placed on top of the front page of the newspaper. It is set in the highest point size that the newspaper style permits.
3. **Usage:** This headline is used rarely. There is a great sanctity attached to the significance of a banner headline.

THE TIMES OF INDIA

Under Pressure, Congress VP Forces Stunning Backtrack On Cabinet Decision To Save Convicted MPs, MLAs

Rahul Trashes Ordinance, Shames Govt

Seeks To Salvage PR Wreck, Openly Shows Who's Boss

Public Humiliation Weakens PM Further

Crossline Headline:

The crossline headline is one of the simplest types of headlines, consisting of a single line and one or more columns in width. But it does not span the full width of the page. It can run flush on both sides of the newspaper or it can have the words at the centre over the columns.

Rich Guy Will Get What He Wants

Sai Prasad Mohapatra

MUMBAI: Former BCCI president N Srinivasan is plotting his return to the top. The cricket board on Sunday endorsed his plan to postpone the month-end annual general meeting (AGM), thereby buying him time to secure election.

The decision was taken at an informal meeting that turned out to be a show of strength for Srinivasan — who was present — and a virtual announcement of his candidature for a fresh three-year term. It will be formalised at a working committee meeting in Chennai on September 26, a cricket official said. With this, the AGM scheduled for September 30 is almost certainly off as rules demand a three-week gap between the two meetings.

"The AGM is already postponed simply because to hold it in September, the process of convening the finance committee and working committee should have already started. The September 26 meeting will ratify the postponement decision," BCCI secretary Sanjay Patel told HT.

The move is being seen as the best way to counter the Supreme Court's directive to Srinivasan not to function as BCCI president until the Justice Mukul Mudgal committee submits its report on the IPL spot-fixing and betting probe in the first week of November. The Chennai industrialist, who is also chairman of the international cricket body ICC, is among 13 people under investigation.

Srinivasan is currently waiting for the committee's final report, or at least an interim report clearing his name. But going by the show of strength on Sunday, his backers seem confident he will emerge unscathed.

N Srinivasan

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Flush-Left Headline:

This is one of the more modern headline forms in use. It consists of two or three lines of headline, each line flush left to the left side of the space. The design is simple and allows freedom in writing the headline. The lines do not have to be equal in width or set full.

SACRAMENTO

Homeless survive winter: Now what?

NOMADIC SHELTER PROGRAM CLOSES

By Cynthia Hubert
chubert@sacbee.com

Organizers of Sacramento's first "nomadic" winter shelter program declared it a success Tuesday and began soliciting donations and volunteers for

Many of those who slept and ate in churches during cold winter months will retreat to the outdoors, joining scattered tent communities, stirring complaints and trying to dodge citations from police and park rangers.

Despite more than a year of protests, appeals and negotiations, the effort to establish a legal place for homeless people to sleep in Sacramento remains mired in controversy.

Flush-Right Headline:

It consists of two or three lines of headline, each line flush right to the right side of the space. In this all lines are to the right side and run ragged to the left.

Kicker/ Shoulder Headline:

The kicker or the shoulder may be defined as the headline that is placed on top of the main headline. This headline is set in small points, and its purpose is to supplement the main headline.

THE TIMES OF INDIA

THE PLAYER

In A Sudden, Surprising Move, Indian Skipper Retires From Tests

Dhoni takes the highway, Mahi way

CBI court drops Sohrabuddin case against Amit Shah

Says Charges Were Politically Motivated

Air Asia plane debris found, 40 bodies fished out

Sub-Headline

It can be either a subordinate title under the main headline, or the heading of a sub-section of the article. It is the heading that precedes the main text or a group of paragraphs of the main text. Long and complex articles often have more than one sub-heading.

Headlines should be clear and specific, telling the reader what the story is about, and should draw the reader to read the article. It should be accurate and specific.

Example: City Council to Cut Taxes doesn't mean the same thing as City Council to Cut Budget

The following points are to be borne while writing a headline:

1) **Headline should have 5 to 10 words**
2) **Should be accurate and specific**
3) **Use present simple tense for past events**

The present tense is quick and current, and helps emphasize the action happening, rather than its completion.

Examples:

- After Cong offers 2cr, Karnataka gives migrants free ride
- Convict escapes prison

If we want to demonstrate the result of an action, or that something was completed, we can use perfect tenses, and for changing events, the present continuous may be used.

4) **Active verbs to be used**

   Example: Film personalities sing Lockdown special

5) Leave out auxiliary verbs

With perfect, progressive and passive structures, auxiliary verbs are not necessary. This makes some headlines appear to be in the past tense, when actually the headlines use past participles, or particles, not the past simple. Similarly, changing events are represented by the present participle.

Examples:

New policy decided by Parliament *(New policy has been decided by Parliament)*

Seventy stranded in sudden flood *(Seventy people have been stranded / were stranded)*

6) Avoid articles (a/an/the)

Examples:

US President visits Taj Mahal *(The US President visited the Taj Mahal)*

Man releases rabid dog in park *(A man released a rabid dog in a park)*

7) Use infinitives for future events

Examples:

Parliament to decide new policy tomorrow

President to visit France for further talks

8) Conjunctions to be replaced with punctuation

Examples

Police arrest serial killer – close case on abductions

Fire in bakery: hundreds dead

As with reporting speech, commas, colons, semi-colons, hyphens and so on can replace all conjunctions, or some joining verbs, to join clauses. Commas may also be used to join nouns

Husband kills wife, self

9) Numerals to be used instead of numbers in words

Examples:

9 dead in lynching

4 days, general election

10) Repetition to be avoided

Example:

Headlines summarize; they don't repeat the lead.

11) Unidentified pronouns not to be used

Example:

He scored maiden century

Assignment:

Answer the following questions.

1. What is a headline?
2. What are the different kinds of headlines?
3. Mention any five points to focus while writing headlines.
4. Write headlines for the following reports.

a**) BENGALURU, DHNS:** The massive search operation to catch the tigress, that is believed to have killed three farmers in a month around Bandipur yielded no results for the fourth consecutive day. As officials resolved to intensify their search from Sunday, the tigress unleash terror again on Saturday by preying on a new born elephant calf in the GS Betta range of Bandipur Tiger Reserve.

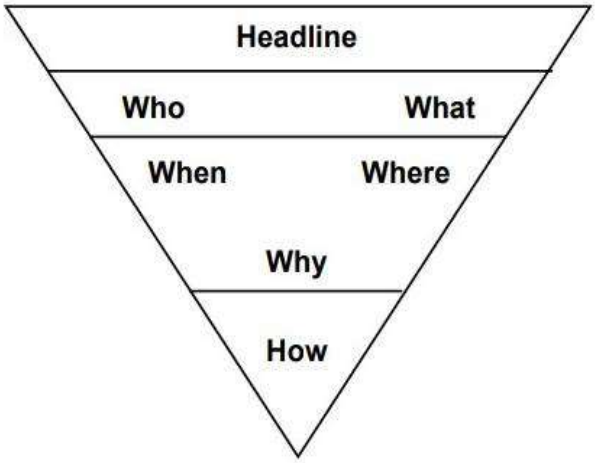
Following the discovery of the tigress' pug marks on a farm on Friday, forest officials were hopeful of catching a big cat on Saturday. Exuding confidence, officials had even summoned four tribals from the Soliga community, who are expert trackers. However, the tribals after a strenuous, day-long search, returned empty-handed.

b) **NEW DELHI, DHNS:** Union Expenditure Secretary Girish Chandra Murmu, who is considered close to Prime Minister Narendra Modi, and former Chief Information Commissioner R K Mathur were on Friday appointed the first Lt. Governors of the Union Territories of Jammu and Kashmir and Ladakh respectively.

Incumbent Jammu and Kashmir Governor Sathyapal Malik has been transferred to Goa. The Union Territories of J&K and Ladakh will come into being on October 31. The appointments will take effect from the dates they assume charge of their respective officers, A Rashtrapathi Bhavan communique said.

Module-4
News Report

News reports serve the purpose of informing readers of what is happening in the world around them. News reports have a certain structure that you need to follow. This structure is sometimes called the 'Inverted Pyramid'. This is what it looks like:



1. News Reports begin with a catchy Headline.
2. The lead paragraph informs the reader of the most important aspects of the story as soon as possible. The Lead Paragraph is often the only part of the story that people read. Use the 5W's rule:

- WHO (is involved)
- WHAT (took place)
- WHEN (did it take place)
- WHERE (did it take place)
- WHY (did it happen)
- HOW (did it happen) only include this if there is space

3. The Body of the News Report gives more details and provides more information about the Why and How of the story.
4. The Tail contains the less important information which is often omitted by the newspaper editor if there is not enough space left in the newspaper.

A news report follows a particular pattern in reporting as well as editing. Every newspaper might have its own style of writing but a general format followed by all the newspapers at base levels is systematically divided into several parts.

To get a deeper understanding, a news story or report is divided into five parts:

1. Headline – The headline tells about what the story is about
2. Byline – It shows who wrote the story
3. Lead – It tells the most important facts answering the 5 W's
4. Body – It contains more information and details
5. Ending – It gives something to think about

The purpose of news report is to objectively and accurately present the facts of the situation. By definition, "news" involves events that are out of the ordinary; news reporting, therefore, is responsible for informing the public about the event and its impact. News articles are written to present the most important information first, with supporting details presented later, usually in declining order of importance.

An easy way of insuring that all important information is included in a news story is to answer the 5 W's and an H questions: Who? What? Where? When? Why? How? A news article that answers all of these questions should have all of the relevant information covered.

In news stories, the intro has to sum up the whole story, revealing every fact upfront in a news-in-brief (NIB) style. Using the pyramid scheme, news stories can be cut from the bottom up, with the items of least value put at the end of the story.

Characteristics of news stories:

- Accuracy: Accuracy and reliability of reports must be well sourced, supported by strong evidence, examined and trusted, clear and unambiguous. Verified facts must form the basis of all news, not rumor and speculation.

  Facts that have to be checked: Names, designation, incident details, statements etc.
- Balanced: There should not be any bias and it is the ethical imperative of a reporter to transmit the news in an impartial manner. It is important to note that often there are more than two sides to any story. Therefore, it should be balanced.
- Objectivity: When covering hard news, reporters should not convey their own feelings, biases or prejudices in the stories and the language should be neutral.
- Clarity: There should be no ambiguities. Facts must be sourced and accurate. Writing clearly and concisely is one way to capture and retain interest. It can be done by choosing the words deliberately, carefully and using grammatically correct sentences.
- Brevity: One must learn to write a news report without missing important facts. It does not mean to write a short story/report but it is to use short words, short sentences and short paragraphs.
- Attribution: All news reports, with few exceptions must be sourced. The sources can be identified as: individual, organization, anonymous etc. Each source should be attributed.
- Timeliness: One should stress current information-stories occurring today or yesterday, not several days or weeks ago and try to report it ahead of others.
- Prominence: Even routine events can become news worthy when they involve prominent individuals or prominent places or locations.
- Proximity: The closer an event is to home, the more news worthy it becomes.
- Human Interest: Stories that have strong emotional content are said to have human interest. Seek out uplifting stories about people overcoming obstacles.

Examples

2 bridges dedicated to nation in Arunachal Pradesh

Itanagar, PTI: 2 vital bridges constructed by Border Roads Organisation (BRO) which will help in the faster movement of people and armed forces to the Indo-China border were on Saturday dedicated to the nation. The 50-meter-long Tawang Chhu bridge constructed over Tawang Chhu river in Tawan district and the 45-meter-long Sukha bridge across Sukha Nallah in west Kameng district were dedicated to the nation by Arunachal Pradesh Chief Minister Pema Khandu.

"Both the bridges will allow faster movement of civilians and military towards the McMahon line," Khandu said.

The chief minister lauded the BRO for securing the borders of the country and also providing employment and business opportunities to locals through their activities in constructing roads and bridges. Khandu dismissed the fears of the locals on the possibility of transmission of Covid-19 in Arunachal Pradesh through the personnel of the central paramilitary forces, Army and the BRO. The forces have their own standard operating procedures (SOPs) which are being followed strictly, the chief minister said. Later in the day, the chief minister also inaugurated a police station at Jang, in presence of local MLA Tsering Tashi, the officials said.

Vidya Mitra smart class app launched for 15 govt schools

Mangalore, DHNS

'Vidya Mitra Kannada', a digi learn smart class app for 15 government high schools in Mangalore North Assembly constituency, was launched on Saturday. Launching the app via video conference from New Delhi, BJP National General Secretary B L Santhosh said there is a need to turn today's challenges into opportunities. Amid the Covid-19 pandemic and uncertainty on the reopening of schools, the technology will be helpful in engaging the students till schools reopen.

He said amid the competition from private schools, MLA Dr Y Bharath Shetty had taken up steps to improve the quality of education in government schools, which is laudable. Teachers and parents have to play a vital role in the education of children.

The app is only complementary to teachers and not an alternative to them. We cannot equate the kind of bond teachers and student share with anything, he said. To ensure that children are not deprived of education amid the lockdown, the HRD ministry is planning to beam 12 Direct to Home (DTH) channels on televisions, each dedicated to one class, he added. The app has been developed based on curriculum of VIII, IX and X standard. To help students to learn through the app, each school will receive a projector from the MLA. Teachers should download the app and teach students. The students also can download the app using the mobile phones of their parents at home.

Normally, apps are in English language. But this app has been developed in Kannada for the benefit of Kannada medium schools. The app can be downloaded for free in Android phones from the play store, added Dr. Bharath Shetty.

Assignment:

1. Write a News Report of 150-200 words based on the following information. You may delete details or add further information in order to flesh out your report. Give your report a headline.

   What: Indiscriminate load shedding
   Who: Citizens facing problems
   When: Since a week
   Where: Karnataka
   Why: Failed Monsoon

   Additional Information:

- Power crisis in Karnataka
- Four-hour load shedding in Bangalore and eight-hours in the rural areas
- Load shedding due to drought and improper maintenance of Thermal power stations
- Opposition party says the government was not geared to meet the crisis
- Students put to great inconvenience
- Citizens are very agitated
- Great loss incurred by business establishments

2. Write a News Report of 150-200 words based on the following information. You may delete details or add further information in order to flesh out your report. Give your report a headline.
   What: 11,000 killed
   Who: Motorists
   When: Last year
   Where: Across the country
   Why: Potholes and humps

Additional Information:

- India's killer roads
- Damage to life and vehicles
- Uttar Pradesh tops the list with 4125 deaths
- Concerned authorities turn a blind eye

Module-5
FEATURES

Features are an important part of any media. A feature story is usually defined as a piece of non-fiction writing about news. Features are not meant to deliver news first hand. Instead, they are more in-depth than traditional news stories and go beyond a detailed description of an event, a place or a person.

A feature article is different from hard news in many ways. A feature article is timeless and has a human interest written with a deep insight of the writer. It is designed to entice the reader's eyes and mind, persuading them that the story is worth reading. While news story focuses on the 'what', 'where' and 'when', feature stories also focus on 'WHY' and "HOW'. While news story focuses on facts and figures, feature writing focuses on observation, experience and perceptions. It escapes the hard-news format allowing the creative side of the writers to write feature articles in an inventive and compelling way.

Features often:

Profile the people who make news

Explain events that move or shape the news

Analyse what is happening in the world, nation or community

Teach an audience how to do something

Suggest better ways to live

Examine trends

Entertain.

TYPES OF FEATURES

1. News Feature - The news feature is just what the name implies: a feature article that focuses on a topic in the news. These stories focus on hard-news topics but aren't deadline stories. They bring a softer writing style to hard news. These articles often are people stories, focusing on individuals behind the news, and they often seek to humanize a set of statistics.

For example, a news feature may focus on the spread of corona virus. It may begin with stating facts on how many died because of the virus or by explaining how one gets affected with the virus. Then it might include quotes and information from people involved in different aspects of the story, such as doctors, people working on the drug research, victims and their families etc. The news feature seeks to put a human face on statistics to bring the story to life for readers and inform them of potential problems with the issue.

2. Profile- A personality profile is written to bring an audience closer to a person in or out of the news. It is an in-detail article about an individual of social importance such as a politician, a sports person, an actor or any celebrity. Profile articles provide background about the individual: education, life experiences, and challenges faced in getting where he or she is now, as well as basic information such as age, marital status, and family details, including the number of siblings and children. A profile focuses not on the incidents that happened in an individual's life but more on her/his reactions to it and how she/he used it to shape her/his life.

Interviews and observations, as well as creative writing, are used to paint a vivid picture of the person.

3. Human Interest stories- A human interest story also talks about an individual but, unlike a profile it does not cover the entire life of the individual but usually an event of significance in her/his life. For example, a story on a blind student who cleared the UPSC examination. It is written mainly to show a subject's oddity, its practical, emotional or entertainment value.

4. Trend stories-A trend story examines people, things or organizations that have an impact on the society. Trend stories are popular because people are excited to read or hear about the latest fads. The trend story usually appears in the lifestyle, fashion, cooking, high-tech, or entertainment section. These stories explore trends such as a new look in women's fashion, a website or tech gadget that everyone's going nuts over or a band attracting a cult following.
Trend stories take the pulse of the culture at the moment, looking at what's new, fresh, and exciting in art, fashion, film, music, high technology, cooking, and other areas. Trend stories are usually light, quick, easy-to-read pieces that capture the spirit of whatever trend is being discussed.

5. Historical Features- Features that honour historical events or developments are quite common. They are also useful in juxtaposing the past and the present, helping to root the reader in a shared history. Though it deals with events or personalities of the past, it is relevant to the present readers because the facts that are presented are: timely, unique, throwing a new light on an old issue and debunking a popular belief.

6. Expose or Alarmer- This is a feature type that exposes or points out something wrong in the society. It deals with corruption, drug trafficking, armed robbery etc. It is always difficult to obtain information on this type of article however; using observation, informants, tribunals or investigation panels' records can still make successful efforts
When writing an alarmer, one needs to protect the identity of the informant; that is part of the ethical obligation of the feature writer. As a participant observer, inform the police ahead so that they would be aware of your role and thus avoid possible embarrassment and punishment. You also need the cooperation, consent and support of your editor when embarking on a fact-finding mission.

7. Travelogue- This is an account of a trip to a place or places of interest. Travelogue usually includes brief profiles of the places visited, blended with the experience of the writer from the places visited. It gives useful information about places in order to expand people's worldview. When writing a travelogue, choose a theme to guide your writing, this is necessary to ensure that your thoughts do not stray. You should also examine and explain the significance of the place you visited to your readers. Inclusion of good illustrations from the place visited will be of interest to the readers.

Process of Writing a Feature

Feature can be considered as a journalistic equivalent of an essay. The following steps need to be followed:

a. Finding the Subject: The first step in feature writing is to decide on a topic or have it decided for you. Choosing a topic is a creative process. It usually depends on the interest or the expertise of the writer but, sometimes it may also be allotted by the editor.

b. Establishing the theme: One should establish the theme or the purpose of the writing. It will provide unity and coherence to the piece. Several factors come into play when choosing a theme: Has the story been done before? Is the story of interest to the audience? Does the story have an emotional appeal? What makes the story worthy of being reported?

c. Determining the style: Once the topic and theme is decided, writer needs to decide the style and nature of writing. One needs to decide whether it is going to be descriptive, narrative, argumentative/ persuasive or expository.

d. Gathering Information: Since feature is an in-depth article, extensive research is required. One can use library resources like encyclopaedia, previous articles etc. However personal observation plays an important role, a feature writer will be able to demonstrate her/ his creative and literary capability in describing things that s/he has witnessed. However, the writer must ensure emotional detachment so that s/he would be able to write an unbiased, balanced and undistorted story.

Interview is another way of gathering information. Interview is a method of eliciting information from human resources. One can have a face-to-face interview, mail interview or even telephonic interview.

e. Writing the feature: Like any other writing, feature also has an introduction, a body and a conclusion.

Introduction or Lead - This attracts the reader into the story. Unlike the straight news which adopts the inverted pyramid style and highlights on the 5W's and H, a feature lead only establishes the purpose of the writing. On the other hand, it may serve as a bridge by giving the background of the topic under discussion and link it with the present situation. Different types of lead are used in features.

i) News peg lead- Used for writing fast-breaking or running events. It reminds the readers of the recent news events and goes on to supply the background and analysis. It is crisp and straight-forward by telling exactly what the topic is all about.

Example: Barring any last-minute change of mind, the nation may, for the second time, be thrown to another round of labour crisis, no thanks to the unresolved issue of the recent hike in prices of petroleum products.

ii) Question lead- This introduction begins with a question for the purpose of arousing the interest of the readers. Example: Petroleum- a resource curse for Nigeria.
Why has, what is meant to be a blessing turned to a curse? It is very sad that what has been a source of blessing, prosperity and development in other places is the cause of our own impoverishment, conflicts and chaos.

iii) Quotation lead- This begins with a direct quotation. The quotation must be significant and gives insight into the theme of the feature.
Example: "Think not of what your country will do for you but what you will do for your country" That was the attitude of Mr Charles Uba, 20 years ago when he founded the creative club for progress. Today he has proved that contribution to human and national development is the whole essence of living.

iv) Anecdotal Lead- This begins with a short story.

v) Literary Allusion Lead: This involves reference to literary work and holy books to captivate the attention of the readers. However, it must be ensured that such allusions are not used out of context.
Example- It is necessary that Nigerians abandon the Hippocratic behaviour of the Levities and adopt the compassionate gesture of the good Samaritan in our relationship if this country will move forward.

vi) Descriptive Lead: Gives a detailed description of the scene or setting of the event that happened.
Example: The tension was palpable; sounds of gunshots followed each other in quick succession, men and women ran helter shelter for their dear lives. It was a terrible day of terror as gun-tilting bandits raided Ota market and removed goods worth millions of naira.

vii) Effect Lead: This is used to create effect.
Example: No fewer than 500 people were burnt to ashes as two luxury buses collided and immediately caught fire along Lagos-lbadan Expressway.

Body-Writing the body of a feature is not different from what is done in any good writing. The ability to write a good story depends on your language ability, skill in the use of word, creativity and other literary abilities. You must ensure coherence and completeness of your thoughts. They must be presented logically to sustain the attention of the readers. You must also ensure that your language is appropriate to your audience so that you will not excommunicate them.
To make the writing interesting, make sure you focus on the human interest. The feeling and emotion you put into the article are critical. Accuracy is also equally important, so make sure the story is supported by facts and details. One should also keep readers' interest in mind.

NOTE:
Use short sentences and simple words.
Personal words like 'you', 'we' give the story a human touch.
Active verbs are preferred as it keeps the story moving.
Transition words are used to ensure smooth flowing of the story.
Avoid jargons.
Avoid wordiness.
Avoid passive voice
Avoid sexist/racist language.

Conclusion- It is necessary that you bring your story to a good conclusion. Your closing words should make an impact on your readers and tie the various strands of your story together. You can do this by summarizing the main parts that you have discussed in your feature or repeat some of the key ideas that it contains. Another way is to challenge people to do certain things or call for action on an issue. You can as well trigger them to think on the consequences of an issue.

Examples

Rock songs from the city's 60s make a comeback

Sandhya Soman | TNN

EVERGREEN: Two songs of 'The Combustibles' were re-released

Mumbai: They wore their hair long and nodded happily to local bands like The Combustibles. Bombay rocked in the 1960s. Now, 40 years later, some of these old timers are pinging the Bandra boys that formed The Combustibles on social media. The trigger? Last year, two of the band's songs were recovered from a shop in Stockholm and released as a limited edition vinyl record. They are now available on iTunes too. Ex-Combustibles Nissim Ezekiel says he has got emails from people whom he haven't spoken to in 30 years. "I didn't realise the impact we had on listeners," he says.

The band was formed in 1965 when founding member George Taylor and his brother Lionel jammed with their friends at their terrace. Taylor's mother suggested the name 'The Combustibles'. Bandra, with its music-loving Christian households and friendly eateries that promoted local bands helped. "Food and drinks were cheap. It was fun," says Taylor.

Soon, the group got lead singer Everett Perry and rhythm guitarist Ezekiel. Taylor, who was the bass guitarist with Lionel on lead guitar, says it was Perry who turned them into pros. "He was a stickler for practicing and we were in our peak from 1967-72," he says. It wasn't easy being rock musicians back then as access to albums and equipment was limited. US-returned Ezekiel chipped in with instruments. Then there were Perry's original compositions, a rarity in the city where experts in faithful cover performances thrived. "In Bandra and Santa Cruz people wanted good music to dance to. But the audience in town was particular that covers remained true to originals," says Taylor.

Contracts were pouring in soon. Apart from clubs in Kolkata and Pune, the band performed at Taj Mahal hotel and Worli Hilltop. Then there were the New Year's Eve parties and Bollywood soirees. "We would sing at the houses of Sharmila Tagore and Rajesh Khanna, see the stars and return with money," says Ezekiel. The band had a following, including a few groupies. "It was mostly our girlfriends and their friends. We were aping American culture," says Taylor.

But they couldn't be sure of earning enough. "We started working and it became difficult for us to manage," says Ezekiel. So, they parted ways in 1972. Ezekiel is now a financial consultant in the US while Taylor worked for Air India. His brother and Perry moved to London. Drummer Bobby Furtado didn't quite take to the breakup, according to Taylor, and might've died of a broken heart and complications arising from a drug addiction.

One reason for his heartache could be that the band was good. That is why Michael Fishberg, CEO of UK label Harkit Records, couldn't let go of their old record with 'Watch Her' and 'Some Peace of Mind'. "It was raw and exciting," says Fishberg.

Out of the 500 vinyl records, about 300 have been sold. For the musicians, the re-release is their wildest dream come true. "It is like we came off the ride and came back on it, older and wiser," says Perry.

DIGITAL DETOX

Disconnect to connect with yourself

Dia Rekhi

You might have heard of *upwaas* (fasting/abstaining) on account of a festival, spiritual reasons or for health purposes. But here's a twist on the age-old concept where you don't ditch your food, but give your mobile phones and data connections a miss for an entire day. While this may seem like an easy task, with digital addiction on the rise, especially among youngsters, living without the mobile phone for a day can be a herculean task.

It is to reduce this dependence on technology that Sorav Jain, 'Thinker in Chief' at echoVME, a digital marketing consultant-author-cum-speaker, instituted the 'Digital Upwaas' challenge. As part of the challenge, one can take a simple survey that provides details on how addicted you are to your mobile phone. The challenge also urges you to take up the task of switching off your phone on Sunday, and enjoy interacting with people in real time.

"We have had people who took the survey and their results were as high as 96 per cent," says Sorav, who is a digital marketer himself. "We have had over 3,500 people take the survey and around 650 people register for the challenge. While I have had people who wrote back to me saying that they enjoyed their Sunday and were more stress-free and relaxed, there have been others who reached out to me after six hours of the challenge saying that they could not do it any longer."

DIGITAL UPWAAS SURVEY REPORT (ENGLISH)

No. of people who use phone first thing in the morning	2,411	631
Scroll through social media feeds before going to bed	1,998	906
No. of people who get annoyed by 'no internet connection' notification	1,638	1,018
Have the urge to check their phone every 10 minutes	1,530	1,278
Have missed their hobbies or habits because of the internet	1,361	1,275

When he took the test, he scored 73 per cent and took up the challenge. Sorav found that it was initially very hard for the first few hours to suppress the urge to check his phone.

"The first five-six hours were very tough," he shares. "As the day progressed, it got simpler. I took the effort to go out with my wife and children. I found that I could spend quality time with my family without constantly worrying about work. I was also able to complete more work in the absence of a phone."

A whopping 2,038 people said they woke up and checked their phone first thing in the morning while 538 others said they didn't. A majority of respondents also admitted that the notification 'no internet connection' annoyed them. The survey presents a telling representation of how dependent people are on their phones for everything from work to validation. Sorav says that the Digital Upwaas challenge is one that will help with your mental wellbeing and advised people to take it up at least once a month.

To take the survey, available in three regional languages, and register for the challenge, visit: www.sorav-jain.com/digitalupwaas.

Let it go

Signs and symptoms of Internet Addiction Disorder may present themselves in both physical and emotional manifestations.

Emotional symptoms of Internet Addiction Disorder: Depression, dishonesty, feelings of guilt, anxiety, feelings of euphoria when using the computer, inability to prioritise or keep schedules, isolation, no sense of time, defensiveness, avoidance of work, agitation, mood swings, fear, loneliness, boredom with routine tasks and procrastination

Physical symptoms of Internet Addiction Disorder: Backache, carpal tunnel syndrome, headaches, insomnia, poor nutrition (failing to eat or eating in excess), poor personal hygiene, neck pain, dry eyes and other vision problems, weight gain or loss

Assignment:

I. Write a feature of about 200-250 words based on the following information. You may include additional information and attribute quotes to people you have supposedly interviewed. Your feature must have a definite focus. Give your feature a title. The title must clearly indicate the focus of your feature.

1. Trend of cycling in cities
- Increasing need for fitness
- Types of fitness programme
- People who take up cycling
- Advantages of cycling

2. Corona Virus
- History of corona
- Symptoms of corona
- Measures taken to fight corona
- Effects of corona

II. Answer the following questions in one or two sentences.

1. What is a feature article?
2. Mention any two differences between News article and feature article.
3. What are the different types of feature article?
4. What is a historical feature?
5. What should be avoided in a feature article?

Module-6
Interviews and Profiles

An interview is an authentic process of getting information. The word Interview is derived from French called '**enter voir**' which means obtaining information by questioning a person or persons. It is a conversation between two people i.e. a person who asks questions to get information and the other person who answers to give information. The person who interviews plays an important role. The interviewer who gathers information is considered authentic because it would have come directly from the person on whom the information is being published.

Important factors an interviewer should know:

The Primary factor for an interviewer is preparedness. Being prepared helps an interviewer to conduct the interview easily and smoothly. Apart from this, it will also help the interviewer to know

- The area in which the interviewer is being interviewed (Ex: Sports, Cinema, Politics or any other)
- The questions the interviewer has to ask
- The questions posed should be based on their accomplishments/ ongoing projects/ the important decisions which have been taken etc.
- The interviewer must have read widely and deeply before preparing questions about the person who is being interviewed.
- It will help the interviewer in not being ridiculed by the interviewee –because if the person who is interviewing doesn't have enough knowledge on the subject he or she will be subjected to mockery.

News interviews will have two types of questions:

- Closed questions &
- Open questions.

Closed Questions are usually 'Yes' or 'No' type of questions. In the initial stages of the interview, this type of question forms the base and helps the interviewer to proceed further.

Open questions are usually 'Wh' questions varying to different areas of topic on which the interview proceeds. Sometimes the interviewer may even ask the person to elaborate on the topic of discussion.

Based on the type of topic and the person being interviewed the questions have to be balanced with both closed and open type of questions which has to be structured logically and thoughtfully.

Some important Do's and Don'ts while interviewing a person:

Do's	**Don'ts**
Be confident	Don't ever raise your voice
Be persistent.	Don't be aggressive.

Be punctual – be at the scheduled time for interview.	Don't go out of the topic.
Pursue important areas of enquiry.	Don't have confrontation or argumentative dialogues.
Frame questions well ahead of time.	Don't grope for the question on the spot.
Let the questions be short and crisp.	The questions should not be lengthy and confusing.
Interview should be taken at a convenient time.	Interviewer should not call the person abruptly at odd hours.
Interview should happen at a place where there are no interruptions.	It is not good to receive personal calls while interviewing a person.
Notes can be taken while interviewing a person along with the recording.	Don't let the person become conscious of the recording instrument or the notes which interrupts her/his thoughts.
Select the quotes carefully.	Don't push your personal opinion.

Types of Interview:

1. Casual Interview:

Casual interview can take place anywhere and just by chance. A reporter happens to be in a place where he/she comes across an incident or a person who has a different story to say or an event which invokes special interest among the readers. This happens to be a casual interview which the reporter out of his/her interest meets the person or people to know more about the event and write about it.

2. Personality Interview:

Personality Interview is usually done by the reporter when he/she meets a special person who has accomplished or has brought laurels to the country. The entire interview is taken personally by the reporter in a convenient place for both and the speech is recorded to make it efficient while drafting the same into the newspaper. The personality can be a celebrity, a politician, a film star, a sportsperson or a Nobel prize winner.

3. News Interview:

This type of Interview is especially based to give some important news. It is usually given on a one-to-one basis with the reporter interviewing the person in a given place where the incident of the event has taken place. The reporter has only one intention of getting information. He/she will be thoroughly prepared with a set of well-prepared questions to pose in that place.

4.Telephonic Interview:

This is one of the most important ways of collecting information. This sort of interview helps the reporter as well as the person interviewed to save time and get/give more information in a short period. The reporter also has the advantage of recording the interview without much outside noise and he/she will be able to develop the feature or the story based on this interview.

5. Interview through Mails:

This has become a recent trend to send the questions to the person who has to be interviewed. This has several advantages. The person who is being interviewed will have enough time to think and answer the questions and he/she can also answer at leisure. Hence this type of interview is popular in recent times.

6. Interview through Google Spread Sheets:

With the advent of technology, the media is also advancing. When media wants to take the opinion of many people about any issue and if it desires to interview many at one time and those people are spread across a wide area, then. these Google spreadsheets are of great use. Questions are posed through these sheets and all interviewees can answer at the same time. This method is mostly used by Research Scholars apart from Media.

Samples of Print Interview:

Here is an excerpt from the interview (P.V Sindhu)

Profile: **Pusarla Venkata Sindhu** (born 5 July 1995) is an Indian professional badminton player. Having made her international debut in 2009, she rose to a career high ranking of no. 2 in April 2017. Over the course of her career, Pusarla has won medals at multiple tournaments including Olympics and on the BWF circuit including a gold at the 2019 World Championships. She is the first Indian to become the Badminton World Champion.

Pusarla broke into the top 20 of the BWF World Ranking in September 2012 at the age of 17.[6] Beginning in 2013, Pusarla won a medal at every world championships, with the exception of 2015. She is just the second woman after Zhang Ning to win five or more medals at the world championships. Pusarla represented India at the 2016 Summer Olympics, becoming the first Indian badminton player to reach a final. She won the silver medal after losing out to Spain's Carolina Marin.[7]

Pusarla won her first superseries title at the 2016 China Open and followed it up with four more finals in 2017, winning the titles in South Korea and India. In addition to that, she has won a silver medal each at the 2018 Commonwealth Games and 2018 Asian Games, and two bronze medals at the Uber Cup.

With earnings of US$8.5 million and $5.5 million respectively, Pusarla made the *Forbes*' list of Highest-Paid Female Athletes in 2018 and 2019.[8][9] She is the recipient of the sports honour Rajiv Gandhi Khel Ratna, and India's fourth highest civilian award, the Padma Shri.

She was also honoured with Padma Bhushan, the third highest civilian award in India, in January 2020. (Wikipedia)

What does Sindhu like about Sindhu and hate about Sindhu?
Likes about me are... I am very jovial and friendly to everybody. Hates is... I am very sensitive and I get angry fast, so yeah...

Which Superhero would you like to be?
Wonder woman!

What would you tell 10-year-old Sindhus?
I would say that... you have to keep working hard and hard work is the key to success. There is no excuse for it. And the most important thing is, they need to be dedicated and focussed. They need to have a goal to achieve. And one more thing, it's the parents' support. That's the most important thing, for me, my parents have been very supportive. They were always behind me.

How good was Sindhu at studies?
I was good at studies, yes. After 10th I wasn't regular, for sure, because I had to travel. When I was not a badminton player, when I had not become like so famous, I was very much interested in becoming a doctor! But I now feel, okay... badminton is much, much better.

How good are you at keeping a diet? Are you a foodie?
Well yeah, I am a foodie. But when it comes to diet and I have to reduce my weight, I follow a strict diet because it is very important for me. And it is FOR me. I have to play. I have to keep myself fit. When it comes to junk, I will have all sorts of junk food, ice creams, biriyani, pasta, pizza.

What would you be if not a badminton player?
I've never thought a second thought. I started playing around the age of 8, 8 and a half. I started for fun and then I just continued. I never had a second thought — "well, maybe if I would have played tennis" or anything else. It was always badminton in my mind.

What's your favourite TV show and why?
Nothing in particular... just Netflix and chill!

Non-badminton athletes that you admire the most and why?
There are 2-3... [Roger] Federer. [Rafal] Nadal. Usain Bolt. They are superheroes! Whatever they do, whichever sport they are a part of, they are doing a lot for their country and themselves. It's their dedication. They set out to achieve something in life and they did it.

Federer or Nadal?
I'd say both! Not one in particular...

If you had to pick one...
I think Nadal...

Favorite badminton memory from childhood?
Before when I started playing, just for fun, when my sister and her friends used to play, that's when I used to go and say, please give me a chance. And they'd be like, 'no, you go, you are a small kid!' And now when we think about it, it's always funny (laughs) when I and my sister talk about it now. Those days we used to say... and now look, it's completely different.

How does it feel to play for Hyderabad, your home franchise?
It feels very good. For the first time I am playing for Hyderabad, it's always been Chennai, Lucknow for the last years. We are going to have a lot of home crowd — the Hyderabad Hunters are always very supportive. Looking forward to it.

(Courtesy Scroll.in)

A sample interview of an Author:
Profile*: Daisy Buchanan is an award winning journalist and the author of the critically acclaimed book How To Be A Grown Up. She's a regular contributor to TV and radio, frequently appearing on Woman's Hour, Good Morning Britain, This Morning, Sky News and the Today programme. Daisy writes for a wide range of publications including The Guardian, The Telegraph, The Times, The Sun, Grazia, Marie Claire and The Pool, covering everything from pop culture to mental health with a feminist perspective. She's a TEDx speaker, giving advice on how to get through the trickiest parts of your twenties in her talk How To Survive A Quarter Life Crisis. Daisy has been Grazia's in house agony aunt, writing the popular Dear Daisy column, and she's currently the title's Reality TV correspondent, covering Made In Chelsea with her tongue firmly in her cheek.*

We sat down with Daisy Buchanan at the London Book Fair to discuss her book and why non-fiction was the obvious choice for her...

1. Why did you choose to write a non-fiction book?
I should admit that one of the reasons I wanted to do non-fiction was because I could do this with a good proposal. I didn't need to write the whole thing before. I'd had a couple other projects and commissioned writing before, so I took a week off to write the proposal. What's also great about non-fiction is that nothing you do in the process is wasted. It might take a little while, but you can shape and go back to things you've already written and use them in your next project.

It can feel like a slow process with non-fiction, admittedly, so it is important to be interested and committed to your subject. With my first book *How to Be a Grown Up,* I so clearly remember having the idea as I was just turning 30. I love self-help as a genre, but so often we already know exactly what we should do; all we want is someone to give us a hug and say it's going to be OK. So, I wanted the book to do just that.
In my work as a journalist, I cover a mixture of personal and cultural topics in features, which I enjoy. I wanted to carry this over into a longer form and write a comforting, reassuring book.

2. What was your aim with How To Be A Grown Up? What message did you want to get across?
The cure for everything is time. That's what I wanted to get across in this book, because it's about being in your twenties. You need to know that it really does get better, and to be able to laugh things off and keep a good perspective.

Since the book came out, I get a lot of people asking me for advice. I feel like an agony aunt! But my advice is that you have to just sit tight. My mum would always tell me this, but it's boring advice that gets truer and truer.

3. What advice would you give to writers looking to work on a non-fiction project?
As I'm a journalist I think in a very structured way. Whenever the book felt daunting, I thought about each chapter as a series of features. If I was going to read a magazine feature, what was it going to be about? What case studies and other information could I pull into the piece? If you're serious about writing non-fiction, thinking about the magazines you love isn't a bad place to start.

If you read an article – something no longer than 1200 words – and think 'I'd love to read more of this'. Well, if anything sparks that in you, then you might be about to write the book of it.

I know that I can write fast because I don't get paid if I don't write fast. My greatest motivation is fear. The biggest difference between writers who make it and those who don't: tenacity. People who know the middle bit is long and awful. The beginning when you start is so fun, but the number of times writing the proposal and thinking my god this is a waste of time. What am I doing?

4. You had an agent before you started working on your book. What would be your advice for those looking to find an agent for their own work?
Social media is a great place to start. Before I had an agent, it seemed like this impenetrable world. I'd read books about the publishing and agent-ing process and thought it was a closed shop. I was stunned that agents are generous and so excited about talent, and really keen to see it and to celebrate it. For all we complain about it, Twitter is a lovely way of being in contact with agents. It's easy to find out the agent of writers you love. Their job is to find great new voices.

5. Your second book The Sisterhood is about the ways in which women connect with each other. You have five sisters, so you must know a thing or two about that...What was the appeal of writing closer to home?
I love and adore books about family. There are so many novelists who do it beautifully; Ballet Shoes by Noel Streatfeild is one, and Nina Stibbe is one of the greatest comic writers that is and has ever been. If you want to write about family, you need to look for people who you love and have done it well.

In The Sisterhood, I chose to tell a really positive story, I think. It's a love letter to my sisters and writing about people other than myself forced me to write in a different way. When it comes to writing about myself, I can be funny, but with everyone else I'm conscious of funny bordering on mean!

6. Any top tips you'd like to share with other writers starting out?

Getting as much writing experience under your belt is necessary, it is so important. The best thing you can do is to read and do your research, because the more you read, the more you know. With my podcast, You're Booked, it's not surprising to find out that all of the writers I talk to are passionate, passionate readers.

Secondly, you really can't be too thorough. You need to think about why that book's idea is the right one for you and why you're the person to write it. Again, I think it's a lot like journalism. You could have the greatest idea in the world, but if there's also someone who could write about that subject, you've got to think of a very specific reason as to why you should be hired to do the job.

You need to be answering a question where you care about the answer.

7. A final parting word of advice?

I'm going to nick some words from Cathy Rentzenbrink. She said this about anyone who's ever attended a book event; there's no difference between you and the authors on the stage. You can do it if they can do it. It's just getting through those moments of throwing your laptop out of the window.

(https://www.writersandartists.co.uk/writers/advice/1318/a-writers-toolkit/interviews-with-authors/)

Profile

A profile is a portrayal of a person in words. Profiles are kin to portraits. Profiles capture the character, spirit and style of the subject. They explore beneath the surface to look at what motivates people, what excites them, what makes them interesting. A good profile gets into the heart of the person and finds out what makes him or her important/famous.

The focus of a profile should be on a news angle or a single aspect of the subject's personal or professional life. The profile should begin with the reason the subject is newsworthy at the time of writing it, and should be based (not exclusively) on an extensive interview with the subject. Extensive interviewing is involved when a profile is to be written.

Reporters have to have a thorough understanding of the subject's life to create a revealing sketch of that life. Reporters should spend time with the subject and should be observant while gathering information. A profile is incomplete without quotes. Profiles not only contain quotes of the person being profiled but also contain quotes from people who are associated with the subject.

Writing a profile involves

- Researching about the subject
- Creating questions that linger
- Encouraging the subject to open up and express significant thoughts, feelings or opinions
- Recording the interviews
- Finding pull quotes that move the story
- Biographical information is important but overemphasis of such information is not required
- Profile should open with the subject's connection to the news event and should later deal with birth, family, education, career and hobbies, unless one of those happens to be the focus of profile

Sample profile

I want to be remembered as a fighter:
Sunil

Manuja.Veerappa@timesgroup.com

SV Sunil paused briefly as he walked onto the pitch at the Oi Hockey Stadium in Tokyo last Saturday. The last 316 days flashed across his mind. Tears threatened, but he reined in his emotions. There was unfinished business. “Wearing the India jersey again, lining up for the national anthem… It was all very emotional. I had pre-match jitters of a debutant,” says Sunil.

It was India’s opening game in the Olympic test event, but for Sunil, who was playing his first international match since the Asian Games bronze-medal clash, September 1, 2018, it was testimony of an arduous road. A certificate of survival. It’s not just a comeback, it was battling back from broken dreams.

The 30-year-old was laid low by a blow to his right knee in October last year, bringing down the curtains on his dream of playing the World Cup at home in Bhubaneswar two months later. Sunil had suffered a grade three tear of the lateral collateral ligament (LCL) and consequently a patellar tracking disorder during a training session at the Kalinga Stadium in the Odisha capital.

It’s his second comeback to the Indian team, and again after a career-threatening injury. Incidentally, when India hosted the 2010 World Cup in New Delhi, the nifty right-winger sat out of the tournament due to a similar injury, the left knee on that occasion. Also sustained during training.

Sunil maybe back in the India mix, working and weaving his way across the turf, but he hasn’t entirely left the dark days behind.

“Uff,” he sighed and closed his eyes during a conversation before the team’s departure to Japan last week. “That was one of the worst phases of my life… physically, mentally and emotionally. The injury was only the beginning of the suffering I had to endure. I thought my career was over. I even thought of announcing my retirement.”

The physical breakdown couldn’t have come at a worse time, personally and professionally. His wife Nisha was expecting the couple’s first child. Sunil had so much to look forward to on and off the field.

“The toughest part of the situation was that I couldn’t share the extent of the injury with my

family, especially my wife Nisha, who was three months pregnant with our daughter Shanvita," Sunil says, his voice still carrying traces of
despondency. "I didn't want to upset her, I didn't want to hurt her or
our baby. We were starting a new chapter in our life and the last thing I wanted to do was tell her that my career may well be over."

Sunil, soft-spoken and sensitive, had his reasons. "We had got married earlier in the year (2018) and in our society often women are blamed for a man's misfortunes and I didn't want Nisha to be saddled with that. I softened the blow. First, I told her it was a minor injury, after a few days, I told her the extent of the injury, but not the consequences of it."

A fortnight after his World Cup hopes had buckled with his knee, Sunil returned to the SAI, South Centre for rehabilitation. The national campers' men's hostel, which is usually buzzing with activity, was a silent space. Inside Sunil, a storm brewed. "I had this sinking feeling. I couldn't be there for my team or my wife. Those were long nights, I just couldn't sleep. I would speak to my family normally, fake it, make them feel I was coping well, but once I put down the phone I would cry and cry."

"Finally, about a month later, on one of those many depressing nights, I asked myself, am I going to drown in self-pity and sink into depression or work towards my goal of playing for the country again? I took a while to answer that question, but eventually I did. I couldn't give up without a fight, that was not me. So, I told myself, give this a shot, give it your all," Sunil says.

He decided if he was going to go down, he'd do it his way. With a fight. "I don't know why, but there was one thought that would never leave my mind, even during those difficult days," he says. "I didn't want to fade out of memory as the player whose career succumbed to injuries. I want to be remembered as a fighter. That is me. A player, who battled injuries to come back into the team."

While working on clearing the mental hurdles, Sunil began his journey back to physical fitness. "The process was slow from crutches to walking without them and then running. When I first started running I felt like I had weights tied to my legs. I had also gained seven kilos and my fat percentage had gone up to 12 % from 7.5%. Our scientific advisor Robin Arkell and his counterpart in the women's team Wayne Lombard worked on me, helping me get back," Sunil explained.

The road to recovery entailed a lot of sacrifices, but that was nothing new for a man who had put country and team ahead of family and bereavement not once but twice in the last decade.

In 2009, hours before the start of the Sultan Azlan Shah Cup in Malaysia, Sunil received the news of his father's demise. Instead of heading back home for the funeral, he chose to help India win the tournament. "It's what my father would've wanted me to do," he said later. Again, in 2017, during the World Hockey League semifinals in London, weighed down by the loss of a beloved brother-in-law, he played on.

Dogged in his way, he pressed on. Again. "The days we had off from the rehab camp, I would go train at the KSHA stadium. I did not take any off-days. When my daughter was born on March 17 this year in Mangaluru, I spent a night with the family and returned to the camp because if I stayed longer it would mean a break in my rehab process and I couldn't afford that."

It helped that Sunil's wife was not just understanding, but even supportive. Matching his grit with her steel.

"Emotionally it wasn't easy on my wife, but I explained to her that this was what I had to do to make a comeback and she backed me. I was making a lot of sacrifices and I wanted each of them to count," he says before adding with a smile, "I'm an absentee father. I've seen my daughter more on video calls than in person."

Over the past 11 months Sunil has battled pain, almost slipped into depression and sacrificed some precious moments of his personal life to win back his national stripes.
"I'm just so grateful to be wearing India colours again that I've decided to take it one match at a time. It is a very important phase for Indian hockey and I hope to contribute the best I can," he says. "We failed to qualify for the Olympics at the Asian Games last year, so in November, we play the qualifiers. I believe we have it in us to make it to the Tokyo Games."
The Olympics is a year away and Sunil has a lot of catching up to do with the young, fresh legs in the team. While he may or may not make it to Tokyo, he is determined to bow out on his own terms. With a fight.
(The article appeared in The Times Of India in August 2019)

Assignment:

I. Answer the following questions:

1. Write any five questions you would ask while taking an interview of a Police Officer?
2. Mention few Do's and Don'ts of an interviewer.

II. Compile the following:

1. A brief profile of a Woman Entrepreneur is given below. Based on the Profile frame few possible questions you would ask her.

There are people who wait for the system to change, the roads to get better or for good opportunities to come their way before they contemplate switching jobs or careers. Saundarya Rajesh, Founder of AVTAR Career Creators, decided to become the change she wanted and create career opportunities for working women and mothers, when she was refused jobs herself.

2. Draft a sample interview with a famous Indian Scientist based on his given Profile.

Dr Chintamani Nagesa Ramachandra Rao,

Known as CNR Rao or simply Dr Science, who has just been honoured with the country's highest civilian honour, the Bharat Ratna. The 79-year-old scientist, who is known for his work in solid state and structural chemistry and heads the Scientific Advisory Council to the prime minister, hopes that industry will also support science in the years to come.

Module-7

Photo Essay

"A picture is worth a thousand words"

Print media usually use a combination of words and pictures to tell the news, but some only use words. If you have ever seen a newspaper with no pictures, you will know that it does not look attractive; it does not make you want to read it. Photographs make pages more attractive, they tell the news lucidly, let readers know what people, places and things look like (new, unusual, interesting and significant things about people can be communicated by pictures as well as by words).

Photo essay tells a story in pictures, it is a form of visual storytelling, a way to present a narrative through a series of images. It evokes emotions from the viewers through a series of photographs and takes the viewer on a narrative journey. In a photo essay, both narrative and pictures drive the story; the pictures support the contents in the text, but a person can understand the topic without having to read the text or captions. With a wide range of topics to explore, a photo essay can be thought-provoking, emotional, funny, unsettling, or all of the above, they are unforgettable. A photo essay can be defined as a work where there is a dialectical relationship between the image and the text; where the image rather than being subservient to the text is able to raise questions of aesthetics, politics, and the ethics of production. Thus, a photo essay refers to a catholic category of image and text relations.

Photo essays are used to cover events like natural disasters, to show vastness or variety, or to compare and contrast photos. Photographs by photo journalists have conquered the emotions of the world. The photographs or images capture the raw image and they make an impact on the mind of the reader and the writer process the image in words. The blending of images and words works perfectly to satiate the curiosity of a reader. Hence before writing an article on a photograph, it has to be analysed carefully and the description has to invoke a surge of emotions among the readers.

Photo essay is an important part of print media and the writer has to have the ability to influence the reader by adding the necessary information. Photo essay captures different moods and emotions depending on the context or situation. The following are some of the kinds of photo essays:

Day-in-the-life photo essay: This kind of photo essays tells the story of a day in the life of a particular subject. It can showcase the career of a busy farmer or struggling artist, capture parents' daily chores and playtime with their children, or memorialize the routine of a star high school dancer. A day-in-the-life photo series can be emotionally evocative, giving viewers an intimate glimpse into the world of another human being.

Historic site photo essay: Taking pictures of historic landmarks offers a variety of different perspectives—the use of unique angles, depths, and lighting. The use of drones and reflections are also useful in the pursuit to find the ideal vantage point and display a variety of scenes of the same subject.

Behind-the-scenes photo essay: Behind-the-scenes photo essays are great ways to capture what goes into the making of an event i.e. from the beginning to the end. With this type of photo story, you can see production, process, end product and how everything moves together in harmony.

Local event photo essay: Local events like fundraisers, art shows, or festivals are great places to document a photography project. Candid photos of people working, performing, or taking in the sights can be compiled into a photo essay along with background objects to help paint a scene.

There are two types of photo essays: the narrative and the thematic. Narrative photo essays focus on a story you're telling the viewer, while thematic photo essays speak to a specific subject. Creative photography can expose a truth or instil a sense of hope, it can be fun, sentimental, eye-opening, or gut-wrenching. The following points are to be borne in mind while clicking photographs:

- Do your research. There may be many types of photo essay topics available, but that doesn't mean your specific idea hasn't already been tackled by a professional photographer. Look up the best photo essays that have already been done on your topic to make sure the narrative can be executed in a new and interesting way.
- Follow your instincts. Take photos of everything. Overshooting can be useful. You never know what you'll need, so the more coverage you have, the better.
- Use the best images. From your lead photo to the final photo, you're creating a visually vivid story. However, if you use too many images, you risk diluting the impact of your message.
- Be open-minded. Your project may evolve past its initial concept, and that's okay. Sometimes a photo essay evolves organically, and your job as a photojournalist is to extract the right narrative from the images you've captured—even if it wasn't the original idea.

A photo essay can be made more effective with the use of words. Photography and writing skills come together in a successful photo essay, which is typically a written work that relies on accompanying photographs to help tell a story. Give your photo essay a title, and add a concise written statement. This will help position your work and enable the viewer understand your intention, or at least guide their perspective. A solid written statement and title will be relevant to your topic, detail your primary objective, and introduce your point of view. It's an opportunity to clarify your intentions to the viewer and ensure they walk away with a clear interpretation of your work. Depending on your photo essay, you may want to include several paragraphs of text, but even just one or two sentences of background can be enough to expand the viewer's understanding of your work. A solid written statement and title will be relevant to your topic, detail your primary objective, and introduce your point of view. It's an opportunity to clarify your intentions to the viewer and ensure they walk away with a clear interpretation of your work. Depending on your photo essay, you may want to include several paragraphs of text, but even just one or two sentences of background can be enough to expand the viewer's understanding of your work.

The written portions of a photo essay comprise the following:

- a title or caption describing the essay's topic
- a descriptive opening statement that may explain to its viewers what they can expect to encounter
- an explanation of the transitions that occur in the main body of the essay when moving through it from one paragraph to the next
- individual descriptions for photographs or the elements of a given photo
- Cutline (which appears beneath or next to an image and comments on that specific images) to accompany each photograph
- a summation, preferably one with a conclusion to the story.

Sample 1

Photographer Mykolas Juodele captures the relaxed atmosphere of Iran's Persian Gulf islands
Mon 16 Mar 2020 07.00 GMTLast modified on Mon 16 Mar 2020 16.32 GMT

Among Iranian youths, *junub* carries much more meaning than just its literal definition of the south. It has long been synonymous with an adventurous trip, a breath of fresh air and a sense of freedom. When winter cold comes to most of Iran, in its southern provinces young Iranians scatter around the remote beaches and mountains of the Persian Gulf islands.

Here, they enjoy the company of other open-minded Iranians and relative safety to pursue their freedoms, engage in creative activities, exchange ideas and form long-term connections that last far beyond the beaches of Hormoz or Hengam. The Iranian travelers discover their country, reconnect with nature and bind closely with the local communities, which thrive from the constant influx of tourists and travelers.

Odin has a master's degree in philosophy, and names himself after one of the gods of Norse mythology. Mahsa hitchhiked alone around Iran – she plays the hang drum, and is on her way to a three-day meditation retreat in Hengam island.

In recent years, however, the island of Hormoz has become so infamous for its freedom-seeking youths that it drew the attention of the Islamic Revolutionary Guard corps that keep a close eye on the visitors and regularly clear out campers from the most popular beaches. Despite the future being uncertain, the Iranian south keeps on strengthening its importance as a unique social hub for the country's young generation.

Sample 2

Lost land: processing the Australian bushfires – a photo essay

By Samantha Vine, BirdLife Australia

Our hearts reach out to people across the world who are grieving with Australians over our devastating bushfires. Some of the stories we're hearing from across the country are truly heart breaking; our thoughts and concerns are with those most affected by the fires.

We particularly acknowledge and thank those at the frontline of this fire emergency; from firefighters working long hours in the heat and smoke, to people in the community stepping up to support each other.

While unprecedented, these fires were predicted. In 2008, the Governments of Australia's Federation commissioned a report by Professor Ross Garnaut to examine the impacts of climate change on Australia. The Garnaut report predicted that Australia's bushfire seasons would progressively lengthen and generally be more intense and that the impacts would be observable by 2020. The predictions of Garnaut and many other climate scientists have proved right.
As well as the terrible loss of life and property, experts estimate more than 500 million animals have been killed so far. This includes threatened species close to our hearts, such as Regent Honeyeaters, Eastern Bristle birds and Glossy Black Cockatoos. Many species have lost important breeding and feeding habitat and now face starvation. The scale of the wildlife emergency is unprecedented.

https://www.birdlife.org/worldwide/news/bushfires-update-message-birdlife-australia

Assignment:

I. Interpret the photo in your own words, using less than 300 words

II Capture the following images/emotions

Document Native Cultures
New lifestyles
Sporting Events
Life changing moments
Faces
Traditions

Module-8
WRITING FOR MAGAZINES

A magazine is a publication that is issued periodically. It generally contains essays, stories, poems, articles, fiction, recipes, images etc. Magazines are directed at general and special audience, often published on a weekly or fortnightly or monthly basis. The word "magazine" is derived from French magasin "warehouse, depot, store", from Italian magazzino, from Arabic word ‘makhazin’ or "storehouse". ‘Gentlemen's Magazine’, founded in 1731 is considered to be the world's first magazine.

Characteristics of Magazines

Popular magazines provide broad overviews of topics, Scholarly journals provide in-depth analysis of topics and report the findings of research, and Trade magazines report on industry trends, new products or techniques. A popular magazine which caters to the general public uses non-technical language. The contents of these magazines include interviews, general interest articles and various types of features. They usually cover a wide range of topics based on research, source comments and generalizations. Articles are usually written by a staff writer or a journalist; in some cases, interesting articles of freelancers are also encouraged. They generally contain many interesting and sometimes sensuous photographs to attract readers. In general, magazine articles are easy to read, fairly brief in length, and may include illustrations or photographs. Magazines don't necessarily follow a specific format or structure in writing the articles. Its attractive appearance, eye-catching cover pictures and illustrations on quality paper make it more appealing to the reading public. Magazines also contain many colourful and impressive advertisements.

Types of Magazines

Today, there are thousands of magazines worldwide. They inspire, inform, educate and entertain audiences across the globe. Nearly 600 years after the advent of the printing press, magazines continue to change the nature of things throughout the world. The major categories of magazines are briefly explained below:

1. General interest magazines: This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on different subjects. The main purpose of a general interest magazine is to provide information to the general audience. Articles usually provide a broad coverage of topics of current interest. They are written by journalists, freelance writers or staff correspondents of the magazine. These periodicals may be quite attractive in appearance, with articles often heavily illustrated with photographs. The language of these publications is geared to any educated audience. There is no specific target audience. Mere interest and a certain level of intelligence is the only requirement to read and enjoy such magazines. These are usually published by commercial enterprises, though some are published by professional organizations. Examples of general interest periodicals are: Time, Newsweek, Outlook, India Today and The Week.

2. Special interest magazines: These magazines are directed at specific groups of readers with common interests. Most special interest magazines cater to specific interests or pursuits. For

instance, there are magazines that cover sports, news, fashion, business, music and so on. While some attempt to cover all aspects of a broad subject, others are concerned only with a particular element of the general subject. There are magazines published primarily for men (Field and Stream, Gentlemen's Quarterly (GQ), etc.), women (Woman's World, Women's Era, Vanitha, Femina etc.), boys (Boys' Life) and girls (Teen Vogue).

3. Business magazines: These magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing and sales, real estate, small business etc. They explore latest news and reviews on current trends in the world of business. Business magazines offer readers an unparalleled look at business and economic news, with incomparable access to business drivers around the globe. It also provides the most recent news about trends and developments in global business, financial markets and personal finance.

4. Sports magazines: These magazines usually feature articles or segments on sports with many photographic images and illustrations. Some magazines concentrate on all general sports news and related issues while others concentrate on specific sports or games such as football, baseball, athletics etc. But the common aim of any sports magazine is to take fans inside the game and provide a mix of columns, features, and profiles of their favorite players, scores, statistics and analysis of the game. News and information about sports, reviews, interviews, expert advice, player profiles, season previews, predictions and pre-game analysis as well as quality photos are some of the main ingredients in a sports magazine.

5. Environmental magazines: These aim to provide information about environmental issues and to share ideas about our very diverse and dynamic environment so that readers can live more sustainable lives and connect themselves to ideas and ongoing efforts for change, as well as for building a more just and sustainable future. They cover everything environmental - from the big issues like climate change, renewable energy, toxins and health to the topics that directly impact the readers' daily lives: population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines.

6. Entertainment magazines: These are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. Cultural criticism, beauty, lifestyle trends and shopping guides also find expression in such magazines. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images.

7. Automobile magazines: These offer a rich and varied view of the automotive universe, illustrated with vibrant photography. They present interesting automotive news. They also offer insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form. Updates in motor vehicle arena such as newly arrived cars and bikes, contemporary style of vehicles, recommendations to buyers, reviews of newly launched vehicles are some of the attractive elements in these magazines.

8. Literary magazines: These magazines are devoted to literature, usually publish short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors, interviews and

any content related to literature. The aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles.

9. Women's magazines: They play a variety of roles: educator, family counsellor, beauty specialist and life style expert. Women's magazines, on many occasions, have become an arena for debate and promotion of education for women. The personal nature of the content also makes it a unique material specifically for women. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion.

10. Men's magazines: These magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool.

Difference between Newspapers and Magazines

- Newspapers have a very broad audience with widely varying ages and interests confined to one metropolitan area. Magazines have a national audience who has a very specialized interest in one particular topic.
- Magazines are published at regular interval like weekly/fortnightly/monthly instead of daily. Therefore, readers expect articles that are longer with much more in-depth analysis of issues and trends.
- Magazine are an important source of information. They provide entertainment and build the opinion of readers.
- Newspapers focus on catchy headlines to create interest in the reader. Many reporters and editors are employed in newspapers to prepare specialized reports and interpretative articles. But magazines have lesser staff. A magazine writer has more freedom to express or has more room for subjectivity. S/he has the tenacity and freedom to express things creatively. The newspaper writer on the other hand is compounded to a somewhat strict, strong and straight writing mostly based on facts and figures.

Writing for Magazine

Magazines are one form of print media that cater to a target group. Magazine writing is a craft that stands apart from the kind of writing one might encounter in a newspaper, journal, essay, or full-length book. The approach to magazine writing will vary depending on the publication and the nature of the article itself.

Most magazine articles do one of four things: a) They inform, adding to your knowledge about a subject. b) They help you to solve a problem. c) They persuade you about a particular viewpoint. d)They entertain you. Some articles do more than one of those things at the same time.
The following steps should be followed to write an article for a magazine:

1. Understand the magazine first. Each magazine has its subject and style. Study who are the readers, is the discussion formal or informal, what length are the paragraphs and other details of the magazines.
2. Choose a topic that you are an expert of or that you are interested in. Unlike newspaper articles, Magazine articles are more in-depth and often passionate though factual. Therefore, it includes a lot of research on the topic.
3. Choose an interesting angle. Once you choose a topic, find an interesting angle, an angle that were not discussed before and that will grab the attention of the readers.
4. Research is an important part the process. Research allows you to get more useful and fresh information that can make your articles more informative and more valuable to the eyes of your target audience. Read relevant resources and if needed, interview other experts.
5. Create an outline. The information collected needs to be structured. With magazine articles, you can move beyond the inverted pyramid of news. Instead, you can build to an important point or scatter important points throughout the article.

How to write an article?

- Tell a story: The important thing to remember is that you're telling a story to your readers. That means you need a beginning, a middle and an end. It also means you need to think about where you're taking your reader and create a logical path to that end point
- Title: Choose an appropriate as well as an eye-catching title. The title can be a word, a phrase or even a sentence, though less preferred. A good title communicates at a glance what your article is about, the target readership, and the questions the article promises to answer. In case of online articles, include popular search terms known as keywords, since most readers will discover it via a search engine.
- Body: Star with a powerful introduction. It can be an anecdote, a quote or even a human-interest aspect of the story. The first paragraph is the most important part of your article. It should hook the readers' attention and arouse curiosity.
  Explain the idea in the following passages, support it with facts and data. Use shorter sentences and the language of the reader avoiding jargons. Each paragraph should have a central idea and paragraphs should be coherent with each other as well as the purpose of the article.
- Conclusion: A good closing paragraph is often short. While researching and writing your article, focus on what you are trying to say and say it fully and clearly. Don’t introduce new information in the closing paragraph. If you’ve done your job well, there should be little left to say when you reach your conclusion.
- Extra credit: When you research an article, you often have information left over that didn't make it into the main piece. Don't get rid of this. Use it to create a sidebar or table or as the starting point for another article.

Magazine writing styles: Writing style is always personal; it is your own. Like your signature, it is unique and distinct. Writing style reveals the writer's personality or voice. The aims and objectives of the magazine are reflected in the style of writing. The specialized magazines have their unique style of writing and presentation depending on the above discussed criteria.

Let us now discuss some of the common styles used by the magazines in their presentation of articles.

1. Narrative writing: Narratives are works that provide an account of connected events. In a narrative style, you'll need to tell a story in such a way that the audience learns a lesson or gains an insight. Narrative writing is a type of writing in which the author places himself as the character and leads you to the story. Here, being a narrative, a story or event is told through characters and dialogues. Narrative writing uses many literary techniques like metaphors, similes, personification, imagery, hyperbole, alliteration, back story, flashback, flash-forward, foreshadowing and narrative perspective or point of view. It also makes use of literary elements such as setting, plot, theme, characters, style/structure, perspective, voice etc.

2. Serialized narrative writing: In this style you cannot find out what's going to happen next. You have to wait. Here the writer understands how to hold a reader by his/her side and make them stick on with the piece till the end.

3. Descriptive writing: Descriptive writing focuses on describing a character, an event or a place in great details. It is sometimes poetic in which the author is specifying the details of the event rather than just the information of that event. In a descriptive style, the writer needs to describe a person, object or event so vividly that the reader feels like s/he could reach out and touch it. Descriptive writing has a unique power and appeal, as it evokes sensory description through sights, smells, sounds, textures and tastes through the text to your reader. Hence word choice in descriptive writing is critical. Therefore, this style tends to use more adjectives and adverbs, as well as figurative language and imagery to create details that allow the readers to envision the scenery and events in their minds.

4. Persuasive writing: This writing revolves around convincing someone. Persuasion requires great skill and effort to convince your readers to endorse your opinion or viewpoint. You write with the sole objective of persuading your readers Anticipating and answering possible objections or opposing arguments, all types of persuasive writings should present well researched evidence to support the case and also provide facts from authorities to prove or disapprove an argument. The most common forms of persuasive texts include essays, editorials, letters to the editor, opinion articles, feature articles, interviews, speeches and submissions.

5. Imaginative writing: Imaginative writings present ideas, issues and arguments imaginatively and credibly through description, characters, settings, figurative language, the five senses, etc. An imaginative writing assumes the form of fiction, specifically of short story. Depending on the idea, the imaginative article can discuss anything from space travel to civil rights. Usually, imaginative write-ups start with a hypothetical situation and ask how you would respond to it. It should be credible and plausible and must convey information through description and figurative language.

6. Multiple inverted pyramid: In the field of magazine journalism, the term 'multiple inverted pyramid approach' refers to a style of writing which informs and entertains the readers through self-sufficiently built plots of information, each of which may be arranged in the form of an inverted pyramid. The fact is that the idea of the whole story is spilled in the first paragraph itself. The reader can decide whether to continue reading the details or to go into something else. But even if the reader stops at a certain point, this form of writing may provide some essential facts to the readers.

Assignment:

SHORT ANSWER QUESTIONS

1. What is a magazine?
2. Mention any two differences between News article and magazine article.
3. What are the different types of magazines?
4. What are the different styles of writing magazine article?

ACTIVITY:

1. Collect an article from a magazine and a newspaper on the same issue and compare them.
2. Collect articles from different magazines that are examples of different styles of writing.

MODULE-9
Film Review

A film review is a type of review that provides a short description of a film and includes the reviewer`s opinion about it.The fundamental functions of a movie review can be expressed in four words: to inform, analyse, convince, and entertain.A film review can be formal or informal. It is the analysis of the film made by one person or collectively, expressing the opinion on the movie. The peculiarity of film review is that it does not simply evaluate the film but gives very specific opinions which are the foundation of film review.

The top-priority task is to inform the readers about the content and the quality of the film. Without basic knowledge, it is impossible to decide whether you like to watch the movie or not. Writing only about technical elements without a word about the genre of the film or its cast, the review will not be informative enough. For example, imagine the reader has a soft spot for the movies featuring Amitabh Bachchan and doesn't actually care about formal techniques. You may discourage him or her from watching the movie that she'd probably like if you omit mentioning Amitabh Bachchan in your review and concentrate exclusively on the editing or plot.

If you are sure that the movie is great and worth watching, you have to be persuasive enough in order to convince your readers that your evaluation is correct. On the other hand, if you want to keep your readers out of wasting their time on bad movies, you also have to use your power of persuasion.

Sometimes, an inexperienced audience need some instructions for the right way of watching a certain movie. A detailed analysis will help them to notice the most important film elements and not to look over the best scenes. Moreover, particular movies have a confusing plot with unexpected twists that need additional explanations.

Finally, your movie review should be exciting and catchy. Nobody would prefer reading a boring list of advantages and disadvantages without interesting facts and funny stories about the actors and shooting the film.

The film review is a popular way for critics to assess a film's overall quality and determine whether or not they think the film is worth recommending. Film reviews differ from scholarly

film articles, in that they encompass personal and idiosyncratic reactions and evaluations of a film, as well as objective analyses of the film's formal techniques and thematic content.

Preparing to Write the Review

While film reviews tend to be fairly short (approximately 600 to 1000 words), they require a lot of preparation before you begin writing. Prior to viewing the film, you may want to get a sense of the bodies of work by the director, writer, or individual actor. For instance, you may watch other films by the same director or writer in order to get a sense of each individual style. This will enable you to contextualize the film and determine whether it works as a continuation and/or disruption within the broad trends of the director's or writer's work.

Writing a film review often requires multiple viewings of the film. Plan to watch the film two or even three times. During the first viewing, surrender yourself to the cinematic experience; in other words, get lost in the narrative and enjoy the film without worrying about the argument you will eventually cultivate. During your second viewing, try distancing yourself from the plot and instead focus on interesting elements of the film that you can highlight in the review.

You may separate these elements into two broad categories:

1) **Formal techniques such as cinematography**, editing, mise-en-scene, lighting, diegetic and non-diegetic sound, genre, or narratology, and

2) **Thematic content** that resonates with issues such as history, race, gender, sexuality, class, or the environment. After watching the film for a second time, take careful notes on the formal and thematic elements of the film. Then attempt to create a central idea for your review that brings together the film's formal and thematic elements. If your second viewing does not yield a strong central claim for the review or if you need to take more notes, you may have to watch the film or parts of the film a third time.

Writing the Film Review: Although there is not a set formula to follow when writing a film review,

The genre does have certain common elements that most film reviews include:

1) **Introduction** - In the opening of your review, provide some basic information about the film. You may include film's name, year, director, screenwriter, and major actors. – Your introduction, which may be longer than one paragraph, should also begin to evaluate the film, and it should allude to the central concept of the review. A film review does not have to contain a thesis or main claim, but it should focus on a central analysis and assessment.
2) **Plot Summary** - Remember that many readers of film reviews have not yet seen the film. While you want to provide some plot summary, keep this brief and avoid specific details that would spoil the viewing for others.
3) **Description** - While the plot summary will give the reader a general sense of what the film is about, also include a more detailed description of your particular cinematic experience watching the film. This may include your personal impression of what the film looks, feels, and sounds like. In other words, what stands out in your mind when you think about this particular film?

4) **Analysis** - In order to explain your impression of the film, consider how well the film utilizes formal techniques and thematic content. How do the film's formal techniques (such as cinematography, editing, mise-en-scène, lighting, diegetic and non-diegetic sound, genre, or narrative) affect the way the film looks, feels, and sounds to you? How does the thematic content (such as history, race, gender, sexuality, class, or the environment) affect your experience and interpretation? Also, do the formal techniques work to forward the thematic content?
5) **Conclusion/Evaluation** - The closing of your film review should remind the reader of your general thoughts and impressions of the film. You may also implicitly or explicitly state whether or not you recommend the film. Make sure to remind the reader of why the film is or is not worth seeing.

Sources

One of the best ways to learn how to write a film review is simply by reading good film reviews. You can find examples in most major newspapers and magazines. Check out the arts and entertainment sections of The Times of India, Film Fare, The Hindu Movie Reviews, Hindustan Times Movie reviews, Mouth Shut.com Hindi Movie reviews,KoiMoi.com movie reviews, NDTV

Do and Don't

Do

Do keep the film's target audience in mind. Consider whether or not you relate to this audience when analyzing the film.

Do include your personal, subjective comments on the film. However, make sure they are reasonable and not too general.

Do avoid spoilers when you discuss the plot. Remember, your aim is to summarize the film for those who are possibly interested in viewing it themselves after reading your film review.

Do analyze particular characteristics of the film separately. It is not enough to just decide whether or not the film is worth seeing. You have to go into detail and evaluate actors' performance, the director's vision, sound, light, setting, and other technical components one-by-one.

Do avoid generalizations. Be specific in your comments and expound on them

Don't

Don't neglect watching the film. If one attempts to form an opinion on the film from just reading about the plot and the cast on the Internet, then there is little chance such a film review will be any good.

Don't choose a film for review based on critics' opinion. Even if the film was not exceptionally successful, it might be a great idea to write a review on it and try to highlight its strong points.

Don't be afraid to disagree with critics. Your film review is more valuable when it is more critical. When it comes to film reviews, uniqueness and originality of thought is appreciated.

Don't think you have to necessarily criticize the film in your review. Being critical does not mean you cannot admit if you liked the film and think that it is a great piece of art. Just make sure to base your

adequately. Be precise and give examples to make sure you convey the right impression with your words.

opinion on something other than mere judgment.

- How to Write a Good Movie Review?

1. Begin with a catchy introduction.
Your introductory paragraph should include essential information about the movie: title, genre, director's name, and release date. You can also mention, if appropriate, the awards (the most prestigious ones), the budget and the box office, and the cast members. In addition to the general information, it is necessary to include plot summary and description of the technical elements. The connection between the film's central idea and the current issues or events; the similarity between the plot and your personal experience; the interrelation between the thematic content of the film and its formal elements.

2. Compose a brief plot summary.
Describe four or five major events but don't reveal the ending. Besides, avoid the "spoilers" by all means because your readers will hate you for destroying the suspense. If you still want to mention a significant turn, please, warn the readers about it.

3. Determine the purpose of the movie.
Answer the question, "Why was this film created?" Sometimes, you may find the response in the interviews with the members of the shooting team. In other cases, the purpose can be obvious thanks to the plot. If the movie has an entertaining characteristic, don't try to dig deeper to find some implied sense. Certain films are good because of their simplicity.

4. Add some details about filmmaking.
The analysis of the formal techniques is an indispensable part of any movie review. Concentrate your attention on one or two elements that you consider to be the most significant for this particular film. Be careful with the specific terminology because your movie review shouldn't confuse the readers. Here are some aspects that you can describe:

- Cinematography
  This term includes everything that happens with cameras during the shooting. You can describe three main aspects of cinematography if you see them as important for comprehension of the film: camera movement, camera angles, and camera distances.
- Sound
  Although the sound affects the atmosphere of the movie as well as the visual elements, it is often underestimated. However, talented film score composers are highly praised in the movie-making world. Every sound in the film can be classified as diegetic and non-diegetic. Diegetic sound is like thunder, birdsong, barking, or conversations in the restaurant are the part of the narration. Non-diegetic sound is like off-screen commentaries or film scores that come from outside the universe of the film.

- Editing
  In a nutshell, the goal of editing is to create a smooth connection between all pieces of the film. The editor creates the "world of the story" in order to give the viewer a sense of space. The filmmakers use various methods to compose the integral reality of the movie: graphic similarities, establishing shots, etc.
- Mise-en-scène
  This aspect is the most global because it includes literally everything that you see on the screen. Every landscape, actor's smile, and visual effect is a part of the mise-en-scène.

5. Look for the deep meaning.
A good movie is never superficial. There are always key phrases, symbolic things, and repeating elements that are significant for the deeper understanding of the film and, consequently, for your overarching review. Be attentive in order to unlock all secrets of filmmaking!

6. Provide examples.
No review can sound trustworthy without examples. Phrases like "the acting is great" or "the sound is bad" don't inspire trust. Be more specific! For example, when you talk about the portrayal of a particular character, mention what exactly makes the actor relevant for this role: appearance, manner of speaking, facial expressions, etc.

7. Write a strong conclusion.
Remind your readers about the film elements that impressed you the most. Add some personal recommendations and specify for whom this film will be more interesting and why. Remember that your conclusion is the last chance to convince your readers, so do your best!

8. Edit and proofread your movie review.
Read your paper two or three times. Correct all the mistakes: word choice, grammar, style, spelling, typos, etc. Errors can spoil even the most professional review!

Questions to Ask Before Writing a Movie Review

1. Mention the genre of the film, whether it is a comedy, sci-fi, horror, action, suspense thriller, romantic comedy, musical movie.

2. Is the plot based on a novel, fantasy, or real-life events?

3. Did the writer/Director manage to create a clear and captivating plot?

4. Positive and useful vocabulary like, inspiring music, wonderful sets, absolutely amazing, truly frightening, astonishing special/sound effects, extremely imaginary, exciting story line, great acting, unique, magical hilarious

5. What is the target audience of the film? Is it G-rated, R-rated, or unrated?

6. The reviewer`s opinions and recommendation; whether it's a must see, it`s worth seeing, don`t miss it or it`s a waste of time, it isn`t worth seeing.

7. What sorts of shots does the cameraman use in the film? How do these techniques affect the overall impression?

8. Does the movie have an exclusively entertaining character or touch on serious issues?

9. Was the casting successful? Did all actors manage to portray their characters?

10. What is the general atmosphere of the movie? Is it tense/joyful/obscure?

Examples - Film Review (on- line sources)

Title:	My Name is Khan
Director:	Karan Johar
Cast:	Shah Rukh Khan, Kajol, Sonya Jehan, Jimmy Shergill
Music:	Shankar-Ehsaan-Loy
Duration:	165 minutes

My Name is Khan broke box office records as the largest grossing Bollywood movie worldwide in its opening day, including in the United States, Britain, Australia, and the Middle East, while in Mumbai itself, the film opened successfully. The film also made a critical splash internationally, receiving rave reviews from Mumbai to New York.

The movie's critical and commercial success can be explained in part by its fusionist approach, its merging of mainstream Hollywood and Bollywood themes and techniques. Its two main characters, Rizvan Khan (Shah Rukh Khan) and Mandira (Kajol), and its director Karan Johar are all up-and-coming Bollywood stars**.** The film is shot on location in India and the US (it contains some magnificent cinematography), and is distributed by the Fox International studio group. The global appeal of *My Name is Khan* is also no doubt due to the fact that it deals with the themes of terrorism and the West's war upon it, tracing the devastating impact of 9/11 on a Muslim man (and his family) living in America.

But Khan is no ordinary Muslim. He has Asperger's Syndrome, which, rather than acting as an affliction, allows him to break convention, see through and overcome intolerance, and speak truth to power. Khan grows up in Mumbai under the loving and watchful eye of his mother, following his brother to San Francisco after she dies. He spends much of the first half of the film clumsily but successfully wooing Mandira, an American-born Hindu woman with a young son. Following the 9/11 attack and the subsequent increase in anti-Muslim prejudice, a family tragedy impels him to journey across the United States in search of the president so that he may tell him 'My name is Khan and I am not a terrorist'.

The opening scene is among the most powerful of the film. It traces the painful progression of Khan through a post-9/11 American airport full of fearful and paranoid people. He is a Muslim

man wearing a backpack and acting in a visibly nervous and socially awkward way, never making eye contact (symptoms of Asperger's rather than evidence of guilty wrongdoing), and draws stares and suspicion from his fellow passengers. Finally, airport security guards lead him away for a full body and baggage search but when they find nothing incriminating, Khan tells them of his innocence and how he plans to meet the president. The security guard laughs and asks Khan to 'Say howdy' to the president from him too. Noting the guard's name badge, Khan writes in his notebook that 'John Marshall' wishes to pass his regards to George W Bush. John Marshall, of course, was also the name of the greatest Chief Justice of the Supreme Court in US history.

Unfortunately, the film fails to live up to the promise of this opening. While the love story is moving and there are some emotionally powerful scenes, the film's central message is finally banal. As a boy, Khan learns from his mother that the fighting between Hindu and Muslim is pointless and wrong since there are only two kinds of people in the world, 'good' people and 'bad' people. The only result of hatred and intolerance is, we learn, many mothers' tears. Khan's marriage to a Hindu woman demonstrates his own inability to hate, his own 'goodness'. Yet, rather than the message being a means to overcome divisions caused by identity politics, the tolerance the film preaches is a means of reinforcing an acceptance of separate identities. The post-9/11 discrimination Muslims face forces them to hide the outward symbols of their ethnic and religious identities. Khan's determination to overcome this prejudice encourages other Muslims to reclaim these symbols again, pointedly demonstrated by Khan's sister-in-law Haseena (Sonya Jeehan) who re-embraces her hijab as a part of her denied self.

In post-9/11 America, Khan remembers his mother's teaching well. So, rather than a serious and intelligent study of the political impact of the 9/11 attacks on American Muslims, the film unfortunately descends into a simplistic morality tale**.** While the landscapes of Khan's American travels are spectacular, the people he meets are grotesque caricatures. White America is unrelentingly 'bad', racist, and violent, while black America is depicted as 'good' in the soulful victims of a hurricane 'Mama Jenny' (Jennifer Echols) and her son 'Crazy Hair' Joel (Adrian Kali Turner).

The most grotesque caricatures come, however, in the person of the US presidents. George W Bush and his followers represent the hate and fear that must be overcome by dark-skinned people in the US and worldwide. Obama represents a new dawn, the possibilities of love, hope, and peace: not just in his politics but in the colour of his skin, he offers something new, something 'good'. It bears pointing out that the black-and-white morality of the film is a mirror image of the War on Terror itself, with Bush's position that 'You are either with us or against us' flipped; the good guys are differently cast but no political complexity is added—indeed, it is simplified further.

It is perhaps refreshing to see a depiction of black America redeeming the sins of white America and interesting to have a portrait of post-9/11 politics as seen through Muslim eyes. In one of the best scenes, Khan is refused entry to a charity dinner at which the president is speaking, despite having the £500 entrance fee, since he is not a Christian. He instructs the

administrator to keep his entrance fee ‘for all the non-Christians in Africa’. The film admirably punctures hypocrisy but ultimately it tries to do too much, to be too many things, to be too worthy, and to solve the world’s problems.

The central and most interesting issue the film sets out to deal with—how Muslims experience and respond to life in post-9/11 America—

Critic's Rating: 3.0/5

Example 2

Title: Sye Raa Narasimha Reddy (Telugu movie)
Director: Surender Reddy
Cast: Chiranjeevi
Duration: 172 minutes

Sye Raa Narasimha Reddy (Chiranjeevi), belonging to a royal clan, hated the British since his childhood. He grows up to become a freedom fighter, uniting different principalities under a common banner and making life hell for the British. He doesn't believe in an armed struggle by a few princes but in a people's movement. As he feels it's ultimately the common masses who will one day drive away the foreigners. After making all kinds of personal sacrifices and battling treason, he's finally overpowered by the British. But his sacrifice doesn't go waste as his death helps ignite the flame of patriotic fervour in a million hearts.

The film's grandiose treatment turns Narasimha Reddy into a hero of mythic proportions. Possessing superhuman strength and speed, he's made out to be an avatar of Lord Narasimha. The fight scenes are inspired by the stylised action choreography of Baahubali films. Our hero is a regular killing machine, defeating armies almost single-handedly and It’s a credit to Chiranjeevi that at 64 he still looks good pulling off the daredevilry. And just like in Baahubali, stories from our folklore as well as our myths have been woven into the main lead’s character sketch. After a while, you stop keeping track of the original sources.

Amitabh Bachchan plays Narsimha’s spiritual adviser and brings a certain gravitas to the proceedings through his presence. Nayanthara plays his devoted wife and Tamannaah his love interest. Among the two, Tamannaah has the more interesting role. She plays a dancer who takes Narasimha’s message out into the world through her dance recitals. Sudeep plays a rival who becomes a loyal colleague, while Vijay Sethupathi plays a warlord from Tamil Nadu who joins forces with Narasimha. The fans will have a field day for sure watching all these macho stars in action during the war scenes.

While the overall treatment of the film is loud and over-the-top, one can’t help but marvel at the scale of the film. The production values are excellent and so is the CGI work. The war scenes are properly choreographed. For example, the British use the single load musket which must be reloaded after each use and the film correctly shows the front line of musketeers falling

back to reload while the second line steps up to shoot. The infantry and cavalry are deployed as they should be. Action fans will like watching the slick war choreography.

The film mixes fact with fiction to introduce us to a freedom fighter whose contribution is unfortunately not a part of our school curriculum. Aside from the history lesson, it also propagates Chiranjeevi's own political views in the sense that it says a people's movement will bring about the desired change -- a sentiment said to be shared by him.

Chiranjeevi is the heart and soul of the film and makes you believe both in Narasimha Reddy the person and his cause. While the dubbed Hindi dialogue may have lost some of the fire of the Telugu original, his eyes speak volumes and more than make up for the language deficit. His command performance holds the film together. This is his 151st film and the star has indeed given his all to the prestigious project...

Critic's Rating: 4.0/5

Assignment:

I. Answer the following:

1. What is a Film review?
2. What is the main purpose of a Film review?
3. Write a short note on the steps of writing a good film review.
4. What are the prerequisites of a film reviewer?
5. Define the following: Genera, Cinematography, Mise-en-scène, diagesis, Narrative film, Neo-Realism.

II. Write a review for the following Movies.

a. Home alone
b. Forrest Gump
c. A Beautiful Mind
d. 3 Idiots
e. Taare Zameen par
f. Airlift
g. K.G.F
h. Kirik party

MODULE-10
EDITORIAL WRITING

An editorial is an article that states the newspaper's ideas on an issue. These ideas are presented as opinion. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.
According to Webster's Dictionary an **editorial** is "an article in a publication expressing the opinion of its publishers or editors."
Editorials appear on the newspaper's editorial page, a page which includes editorials, columns, opinion articles, reviews and cartoons. If the paper contains more than one opinion page, the others are called op-ed pages. Another important item that appears on the newspaper's editorial page is the masthead, also known as a staff box, which includes a statement providing the details of publication.

Since a newspaper is not a living, breathing human being, it cannot form these ideas or opinions. However, the editorial board is made up of living, breathing human beings who determine, hopefully by consensus, the opinions that will be presented in the editorial. The editorial board is a group of people, usually the top editors, who decide on a plan for each editorial that will appear in a newspaper. Please note that editorials are not written by the regular reporters of the news organization, in fact, most major newspapers have a strict policy of keeping "editorial" and "news" staffs separate. That's why editorials are written without any by-line.

Most editorial pieces take the form of an essay or thesis, using arguments to promote a point of view. Requirements for article length varies according to each publication's guidelines, as do a number of other factors such as style and topic. An average editorial is 750 words or less. But this length can vary depending upon the need and requirement.

Characteristics of Editorial Writing: An editorial is an article that presents the newspaper's opinion on an issue. It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers. It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.
Editorials have: 1. Introduction, body and conclusion like other news stories 2. An objective explanation of the issue, especially complex issues 3. A timely news angle 4. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses 5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion. 6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using

constructive criticism and giving solutions. 7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

What should an editorial do?

- **Criticize or attack**: If they criticize, they require suggestions for change. If you launch an attack against something, you must be impeccable in your charge. An attack is forceful; criticism does not have to be forceful, but it has to be held down with facts and suggestions for change.
- **Defend**: Stand up for an individual or an institution that is under attack by society.
- **Endorse**: But you must give solid reasons for your endorsement of a political candidate, an issue, or the reasons behind building a new gymnasium.
- **Compliment**: Show evidence that the compliment is deserved. Do praise when warranted.
- **Instigate, advocate or appeal**: To instigate editorially would mean that the newspaper intended to go on a crusade for something--improvements in the school syllabus for example. Or you might advocate that this be accomplished by backing suggestions put out by (Parents or alumni) school committee that studied the problem.
  An appeal editorial might mean that you'd encourage people to donate to a school fund drive or vote for a tax levy increase.
- **Entertain**: An entertaining editorial is good for the reader's soul, but it should have a worthwhile point and should be written about something worth the reader's time.
- **Predict**: Support your predictions with fact.

According to G. SMITH - is the role of a newspaper editorial to …?

- advocate for the rights of individuals
- be strictly accurate,
- bring down a government,
- criticize act as a voice for the ruling class,
- government policies,
- fight for the freedom of the press,
- indicate preferred foreign policy directions,
- nurture enlightened values,
- preach,
- set a high tone for debate,
- suppress important facts,
- Promote critical thinking?

Qualities of a good editorial:

1. Clarity -Precise conveyance of ideas
2. Colour -Using words that evoke images
3. Concreteness -Being specific
4. Economy -Making every word count
5. Tone -The general impression of the writing

6. Tempo -The pace (how the writing moves- fluency)
7. Variety -Vary word choice, sentences, length, and sentence structure

Writing an editorial:

The writing process:

1. Invention: choose an issue
Your editorial could be about how the readers could help the environment, inform the public about a particular endangered species, praise an effort by a group who has helped to take an endangered animal off the endangered species list or any other idea that can be used as an editorial.

2. Collection: gather support
Gather as many details to convince others about your opinion. (Facts or evidence, written statements from sources or authorities in the subject (experts), comparisons to similar situations to support your argument, pictures or images that strengthen your argument, be able to counter argue your opponents on this issue.)

3. Organization: stretch from straight forward opening to closing

4. Drafting: write the first draft
Body should have clear and accurate details and examples. Give strong arguments in beginning of editorial and at the end. Show the opposing arguments and their weaknesses. Offer a solution at the end. Do not be wishy washy. Stick to your argument or opinion.

5. Revising: get it right
Your editorial should be clear and forceful. Avoid attacking others, do not preach, paragraphs should be brief and direct. Give examples and illustrations. Be honest and accurate. Don't be too dramatic.

6. Proofreading: check the language Check content, format and mechanics

Structuring an editorial:
Whatever type of editorial you write, it must be built around a logical framework. It must have a/an:
• **Introduction**: To get the reader's attention
• **Body**: To persuade the reader
• **Conclusion**: To prompt the reader into action

An effective formula for editorial writing is **SPECS**.
State the problem or situation;
Position on the problem;
Evidence to support the position;
Conclusions: Who's affected and how; state and refute the position of the other side

Solutions to the problem: At least two.

DO'S AND DON'TS OF EDITORIAL WRITING

Do's:

- Change abstractions into living examples
- Highlight emotional hooks - a warm positive tone is essentials
- Soften criticism; never divide your readership
- Speak as the voice of the whole community
- Tie the editorial to a news item or current issue of public concern
- Show a local flavor; local loyalties and interests relate to readers
- Beware legal challenges over reputations
- Avoid a preachy tone and rhetorical flourishes
- Convert statistics into factions
- Simplify grammar and vocabulary
- Limit questions to a minimum; your task is to offer answers
- Clarify your point of view before beginning; state a Headline.
- Establish your authority, credibility
- Simplify expressions; talk plainly.
- Focus on three points only
- Avoid language knots: in which, through which., of which...
- Avoid lists; avoid "First, second ..." etc.
- Avoid need to cross reference: not "as was said above." name it again.
- Avoid dialogue. It is not a novel.
- Avoid "I you me" pronouns; use a plural voice = the community

Don'ts:

What NOT to put in your editorial

- The singular pronoun "I"
- Falsehoods, suppositions, exaggerations
- Libel and defamation
- Advocate anything illegal
- Long paragraphs
- Subheadings
- Difficult, technical words
- Grammatical knots, confused writing
- Questions to finish
- Forget to devise and include a headline
- Ignore the obvious
- Vague ambiguous references, the unattached "It".

Assignment:

Answer the following:

1. What is Editorial writing?
2. What are op-ed pages?
3. What is masthead?
4. What are the qualities of a good editorial?
5. What is the purpose of Editorial writing?
6. According to G.Smith what is the role of a Newspaper editorial?
7. What are the Do`s and Don'ts of Editorial writing?

Editorial Writing # example 01

https://www.thehindu.com/opinion/editorial

Safe forests safe people on diseases of animal origin

APRIL 03, 2020

Destruction of forests sends wild animals, and the deadly viruses they carry, closer to humans. The rapid spread of the SARS-CoV-2 virus across the world has focused attention on the seemingly invisible processes that help pathogens originally found in wild animals make the leap to humans. Diseases of animal origin such as Ebola, HIV, Severe Acute Respiratory Syndrome, Middle East Respiratory Syndrome, bird flu and swine flu have raised alarm over potential pandemics in recent years, and the COVID-19 pandemic has confirmed the worst fears of scientists. The contagion, thought to have originated in a wet market that kept live animals in Wuhan, China, points to many underlying factors: the destruction of forests and trapping or farming of wild species has brought these animals closer to humans, and the viruses they harbour find ready hosts in domestic animals, moving to humans. There is concern also about rising economic activity, such as road building and mining cutting through forests, bringing more people in close contact with animals. Another dimension is the global trade in wild species — in Wuhan, they reportedly ranged from wolf pups to rats, civets and foxes, among others — and their sale in markets along with domestic animals. The well-documented histories of the lethal Nipah and Hendra viruses, involving transfer from bats to pigs in the former, and bats to horses in the latter, underscore the value of maintaining viable ecosystems, and eliminating the need for wild bats to colonise human surroundings.

Biodiversity in forests harmlessly retains dangerous viruses and other pathogens among a vast pool of wild animals, away from people. What this phenomenon makes clear is that governments should stop viewing undisturbed landscapes as an impediment to economic growth. As COVID-19 has proved, these short-term high growth trajectories can come to an abrupt halt with a pandemic. Such a terrible outcome could be witnessed again, potentially caused by reckless exploitation of the environment. In spite of repeated warnings of crippling pandemics waiting in the wings, governments paid little attention. Now, a novel virus that can move effortlessly from human to human has found a large reservoir of hosts in a globalised

world. Unlike previous epidemics, the latest one has extracted a staggering toll, killing people, forcing a lockdown and causing economic devastation. This should serve as a dire warning to the government that hasty permissions granted for new roads, dams, mines and power projects in already enfeebled forests can unleash more scourges. It would do well to roll back its dilution of the environmental clearance system, strengthen it with a mandate to the States, and leave protected areas to scientific experts. There is
mounting evidence that environmental protection confers health protection. Pristine forests with diverse species keep viruses virtually bottled up, out of man's way. They should be left undisturbed.

https://www.thehindu.com/opinion/editorial/missing-at-birth/article

Example 02

Missing at birth: on sex selective abortion and infanticide

MARCH 09, 2020

Serious efforts must be made to deter sex selective abortion and infanticide. Few things cast a long shadow on human failing as much as sex selection does. To choose on the basis of gender and eliminate new life if the gender is not 'favourable' can easily be among humanity's worst moments. Last week's case of infanticide in Tamil Nadu's Usilampatti, historically notorious for its crude methods of killing female babies, sent a chill down the spine of the country. Years after it was believed that awareness generation and targeted behaviour change communication had led to people giving up the inhuman practice of feeding female infants with the toxic milk of a local herb, the news that a couple had reportedly used the same method to kill their second girl child, just a month old, had child rights activists wringing their hands in frustration. Chekkanoorani, a suburb near Usilampatti, in Madurai district, was the scene of the crime, where police arrested a young couple and the paternal grandfather of the child for having fed the 31-day-old with the toxic juice, killing her. This is no isolated case in a nation of missing girls. Data on sex ratio at birth (SRB) culled from the Civil Registration System, show an alarming fall over the years. From 903 girls for every 1,000 boys in 2007, it dropped to 877 in 2016.

Four States have an SRB equal to or below 840: Andhra Pradesh and Rajasthan (806), Bihar (837), Uttarakhand (825) and Tamil Nadu (840). Activists point out that while infanticide may have come down, sex selective abortion at scan centres continues as the preferred vehicle for parents (and grandparents) obsessed with son preference. This despite the fact that the Pre-Conception and Pre-Natal Diagnostic Techniques Act was enacted and amended to arm the state to wage a war against this pernicious practice. The Centre's 'Beti Bachao, Beti Padhao' campaign aimed at saving girl children has a huge unfinished task in front of it. Tamil Nadu, at one stage under the leadership of former Chief Minister Jayalalithaa, effectively employed the Cradle Baby Scheme to counter infanticide, along with effective awareness campaigns. The cradles are still there, and the babies are coming too, but the SRB has been steadily dropping since 2011. It is time again for the government to ramp up awareness building exercises, and this time use technology to monitor every single pregnant woman right down to taluk levels until at least one year after birth. While

punitive aspects might offer a measure of deterrence; true change can only be brought about by a change in attitude. As Amartya Sen argued: while at birth boys outnumber girls, ‘after conception, biology seems on the whole to favour women’. The weapon that the 06/04/2020Missing at birth: on sex selective abortion and infanticide - The Hindu government needs to use now is one that will be powerful enough to eliminate the perversion of son preference from people’s minds.

Model Question Paper

Paper V: Writing for the Media: Print

Max.Marks:70 **Time: 3 Hours**

Section – A

I. Answer any five of the following questions in one or two sentences each: (2X5=10)

1. What is the importance of a newspaper?
2. Write a short note on PTI.
3. What is the difference between a news report and feature?
4. What is the purpose of an Editorial?
5. Mention two dos and don'ts of an interview.
6. What is Film review?
7. Mention any four purposes of magazines?

II. Answer any two of the following in about 150 words: (2X5=10)

- What are the points to be borne in mind to write a good movie review?
- Write about the different magazine writing styles.
- What are the different types of photo essay?
- Give the process of writing a feature.

III Provide Headlines for the following News: 5

a**) BENGALURU, DHNS:** The massive search operation to catch the tigress, that is believed to have killed three farmers in a month around Bandipur yielded no results for the fourth consecutive day. As officials resolved to intensify their search from Sunday, the tigress unleash terror again on Saturday by preying on a new born elephant calf in the GS Betta range of Bandipur Tiger Reserve.

Following the discovery of the tigress' pug marks on a farm on Friday, forest officials were hopeful of catching a big cat on Saturday. Exuding confidence, officials had even summoned four tribals from the Soliga community, who are expert trackers. However, the tribals after a strenuous, day-long search, returned empty-handed.

b) **NEW DELHI, DHNS:** Union Expenditure Secretary Girish Chandra Murmu, who is considered close to Prime Minister Narendra Modi, and former Chief Information Commissioner R K Mathur were on Friday appointed the first Lt. Governors of the Union Territories of Jammu and Kashmir and Ladakh respectively.

Incumbent Jammu and Kashmir Governor Sathyapal Malik has been transferred to Goa. The Union Territories of J&K and Ladakh will come into being on October 31. The appointments will take effect from the dates they assume charge of their respective officers, A Rashtrapathi Bhavan communique said.

IV. Write a news report of 150- 200 words based on the given information. You may delete details or add further information in order to flesh out your report. Give your report a headline. **10**

What: Mobile phones shop looted

Who: Thieves

Where: Sampige Road

When: Saturday night

How: Digging up the drainage

Additional information

- Sangeetha Mobile stores on Sampige road
- Mobile phones and accessories worth lakhs missing
- Thirty thousand cash stolen from the cash counter
- CCTV cameras in the showroom destroyed

V. Frame five questions you would ask a sportsperson who has won a medal in an international athletic meet. **5**

VI. Write a profile of a renowned person of your choice. **10**

VII. Write a feature of about 200-250 words based on the given information. You may include additional information and attribute quotes to people you have supposedly interviewed. Give your feature a title and the title must clearly indicate the focus of your feature. **10**

Increasing influence of Social Media on youth

- Reducing the personal communication
- Getting addicted
- Use of the media to one's advantage
- Self-esteem is greatly influenced

VIII. Write an editorial for a newspaper on any current issue. **5**

IX. Write a 50 -100 words article based on the given picture. **5**

Question Paper Pattern for Practicals

Paper V: Writing for the Media: Print

Time: 2 Hours **Practicals – 50 Marks (35+15)**

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

- **Lab Journal (**Group activity. 5 in a group): **20 Marks**
  (Lab Journal to be ready before the exam and to be presented to the examiner)
- **Viva**: **5 Marks**
- **A short film to be shown and a review to be written: 10 Marks**

Paper 6
New Media Writing

Module 1 **83**

- Social Media & Society

Module 2 **92**

- Content Writing

a. Kinds of Content
b. Description

Module 3 **96**

- Technical Writing

a. Writing Descriptions of gadgets and processes
b. General and safety instructions
c. Preparing checks lists
d. General Report writing
e. Project Report writing

Module 4 **116**

- Blogs

Module 5 **127**

- Profile for Social Media

Module 6 **133**

- Caption, Hash tags and Twitter handling
- Hash Tag activism

Module 7 **139**

- Copy Editing
- Proof Reading and Editing

Model question paper **149**

Practicals – 50 Marks (35+15) **8 Hrs**.

Practical exam to be conducted for **35** Marks.

15 Marks for Internal Assessment.

Writing Blogs on given topics

Product Description (Technically describing a given product e.g. Rice Cooker)

Module - 1
Social Media & Society

Social media is an internet-based form of communication; it relates to the sharing of information, experiences, and perspectives throughout community-oriented websites. Social media is becoming increasingly significant in our online world. Thanks to social media, the geographic walls that divide individuals are crumbling, and new online communities are emerging and growing. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media - blogs, micro-blogs, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more. Each of these tools helps facilitate communication about ideas that users are passionate about and connects like-minded individuals throughout the world.

Danah M. Boyd and Nicole B. Ellison define social network sites as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site." The definition states that social networking sites allow individuals to create a profile which can be viewed by the public, connect with other users of the profile with whom they wish to interact with and view profiles of other users as well. Hence one might say that social network helps in knowing and connecting with different people across the globe, sharing information, building and maintaining relationships. Cambridge Business English dictionary defines Social Networking sites as "a website that is designed to help people communicate and share information, photographs, etc. with a group"

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows one to communicate with friends and family, learn new

things, develop your interests, and be entertained. On a professional level, one can use social media to broaden ones' knowledge in a particular field and build professional network by connecting with other professionals in the industry. At the company level, social media allows one to have a conversation with the audience, gain customer feedback, and promote one's brand.

In today's globalized world, many rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. Social media use has skyrocketed over the past decade and a half. A study conducted in the United States of America says that in 2005, only five percent of the adults used social media platforms and in 2018 the number had increased to about seventy percent. Growth in the number of people who use Facebook, Instagram, Twitter, and Snapchat and other social media platforms and the time spent on them has garnered interest and concern among policymakers, teachers, parents, and clinicians about social media's impact on our lives- emotional and psychological well-being.

These days, most people access social media via smartphones or tablets. While this makes it very convenient to keep in touch, it also means that social media is always accessible. This round-the-clock, hyper connectivity can trigger impulse control problems, the constant alerts and notifications can affect concentration and focus, disturb sleep, and make user a slave to the phone.

Social media platforms are designed to snare your attention, keep you online, and have you repeatedly checking your screen for updates. It's how the companies make money. But, much like a gambling compulsion or an addiction to nicotine, alcohol, or drugs, social media use can create psychological cravings. When you receive a like, a share, or a favourable reaction to a post, it can trigger the release of dopamine in the brain, the same "reward" chemical that follows winning on a slot machine, taking a bite of chocolate, or lighting up a cigarette, for example. The more you're rewarded, the more time you want to spend on social media, even if it becomes detrimental to other aspects of your life.

History

The history of social media can, technically, be traced back to 1971 when the first e-mail was sent between two side-by-side computers. After the e-mail, 1997 saw the inception of the website called Six Degrees. By 2003 over 100 million people were online and using browsers for more than looking up information; online chat rooms were prevalent, where friends and relationships – platonic and romantic – were made. MySpace was the first wave of social media platforms that encouraged people to do more than just chat online. LinkedIn is another platform that went live

in the same year, and was and is still aimed, at professionals looking to network, socialize and find jobs using one service to do it all.

My Space inspired sites such as Facebook, which was initially launched in 2004 solely to Harvard students as TheFacebook.com. Two years later Twitter was launched, unique and distinct from Facebook by imposing a limit of 140 characters per tweet. Facebook is currently the number one social platform, with more than 2.45 billion users world-wide; twitter comes next with more than 500 million users engage on Twitter.

By 2008 Facebook had made MySpace obsolete and was dominating other social media platforms, though the genre is ever-changing. Flickr, Photobucket and Instagram are photo sharing sites. Between 2007 and 2010, multiple social media platforms went live, some with more success than others: Tumblr is less popular than Facebook, it appeals to a younger demographic of users, with people in their late teens to early/mid-twenties for the most part. Foursquare was popular for a while on smartphones, with the ability to "check-in" to locations and businesses, and sometimes receive coupons or free items for doing so. Google Buzz, Loopt, and Blippy were popular in their time, as well as Pinterest, and Spotify showing an ability to maintain their popularity with both new and old users.

Post 2000, businesses began to realize that these different social media platforms were also prime spaces for advertisement; how odd is it, now in 2020, to come across a business that doesn't have official Facebook and Twitter pages? There are hundreds, if not thousands of social media platforms and all cater to different demographics and core services.

More recently, at a time when children and their parents had Facebook accounts, teenagers were looking for something other than that service to communicate with their friends and Snapchat arrived in 2011, just in time for the teen exodus from Facebook, Snapchat provided the ability for users to take pictures and videos known as "snaps," use a number of different filters and effects, then send them to friends, and after being viewed would become inaccessible. Later updates included "stories" and "memories" where stories are viewed chronologically and memories allow users to save snaps to a private file for later viewing.

Popular Social Media Tools and Platforms

Facebook: It is a social networking site that allows people from around the world to network with friends, companies and organizations. It is the world's largest social network. It was founded by Mark Zuckerberg, along with fellow Harvard College students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. It is considered one of the Big Four technology companies along with Amazon, Apple, and Google. One has to first register and then create a customized profile revealing information about themselves. The next step is to add other users as friends, and exchange messages, including status updates. Users can post content, including videos, photo albums, event listings, links to news stories and more. Users can use various embedded apps, and receive notifications of their friends' activities. Users may also join common-interest groups. This platform is used by brands to create pages to build overall brand awareness.

Facebook service can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones.

Instagram: It is a social networking site that allows users to share pictures and short videos. It is owned by Facebook Inc. and was launched in October 2010. Kevin Systrom and Mike Krieger are the creators of this app.

Instagram allows users to upload photos and videos which can be edited by applying digital filters, frames and special effects and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

Twitter: A social networking/micro-blogging platform allows groups and individuals to stay connected through the exchange of posts and online news in 280 characters or less. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July 2006.

It is a social networking service on which users post and interact with messages known as "tweets". Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Chinese, Japanese, and Korean. Registered users can post, like, and retweet 'tweets', and unregistered users can only read them. Twitter is used to engage the audience at a high frequency and have the resources to respond promptly.

YouTube: Is the world's largest video sharing site; it is both a video hosting and watching website. Departments/Organizations/Individuals with a videographer or high volume of videos create a YouTube channel to publish their videos. It was created by Chad Hurley, Steve Chen, and Jawed Karim in February 2005 and Google bought the site in November 2006.
YouTube allows users to upload, view, rate, share, add to favourites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube is uploaded by individuals.

Snapchat: A mobile app that lets users send photos and videos to friends or to their “story.” Snaps disappear after viewing or after 24 hours. It was created by Evan Spiegel, Bobby Murphy, and Reggie Brown. The app has evolved from originally focusing on person- to-person photo sharing to featuring users' "Stories" of 24 hours of chronological content, along with "Discover", letting brands show ad- supported short-form content.

LinkedIn: Is a business-related and employment-oriented service social networking site used mainly for professional networking. It was founded on December 28, 2002, and launched on May 5, 2003. It is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. Professionals with similar areas of interest can share information and participate in conversations. LinkedIn allows members (both employees and employers) to create profiles and "connections” on the network. Members can invite anyone (whether an existing member or not) to become a connection. People can connect with their current employees or alumni by creating a LinkedIn group.

Blogs: A platform for casual dialogue and discussions on a specific topic or opinion.

Pinterest is a social networking site that allows users to organize and share content using virtual pin boards. With a large female audience, the website offers inspirational and creative content such as recipes, craft projects, fashion, and event planning.

Tumblr is a blogging site that was founded by David Karp in 2007 and owned by Verizon Media. It allows users to post text, images, videos, links, quotes and audio. Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers many of the website's features are accessed from a "dashboard" interface.

Social media has been both advantageous and detrimental to the society.
The positive aspects of social media are that it enables one to:

- Communicate and stay up to date with family and friends around the world.
- Find new friends and communities; network with other people who share similar interests or ambitions.
- Join or promote worthwhile causes; raise awareness on important issues.
- Seek or offer emotional support during tough times.
- Find vital social connection if you live in a remote area, for example, or have limited independence, social anxiety, or are part of a marginalized group.
- Find an outlet for your creativity and self-expression.
- Discover (with care) sources of valuable information and learning.
- Social Media is being used by people to engage in politics. Social media is being used to encourage young voters to be engaged in political discussion and specifically how presidential candidates have used social media in recent elections to engage with their voters.
- Social media, is in fact, greatly important to any company that wants to see sustained success and relevancy to consumers. Companies create social media personalities that interact with people and how entertainment and storytelling promotes products.
- Social media can be an excellent tool to connect with peers and professionals
- Social media is a brilliant platform to network with professionals around the world. It is a personal branding tool and can create many benefits when used correctly.
- Social media has created a platform to share news as it is happening so everyone can experience it, regardless of where they are or what they are doing. It used to take some time between an event occurring and news getting out to people who were not there to witness it.

Since it's a relatively new technology, there's little research to establish the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media usage and an increased risk of depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as:

- Inadequacy about your life or appearance. Even if you know that images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's going on in your own life. Similarly, we're all aware that other people tend to share just the highlights of their lives, rarely the low points that everyone experiences. But that doesn't lessen those feelings of envy and dissatisfaction when you're scrolling through a friend's airbrushed photos of their tropical beach holiday or reading about their exciting new promotion at work.
- Fear of missing out (FOMO). While FOMO has been around far longer than social media, sites such as Facebook and Instagram seem to exacerbate feelings that others are having more fun or living better lives than you are. The idea that you're missing out on certain things can impact your self-esteem, trigger anxiety, and fuel even greater social media use. FOMO can compel you to pick up your phone every few minutes to check for updates, or compulsively respond to each and every alert—even if that means taking risks while you're driving, missing out on sleep at night, or prioritizing social media interaction over real world relationships.
- Isolation. A study at the University of Pennsylvania found that high usage of Facebook, Snapchat, and Instagram increases the feelings of loneliness. Conversely, the study found that reducing social media usage can actually make you feel less lonely and isolated and improve your overall wellbeing.
- Depression and anxiety. Human beings need face-to-face contact to be mentally healthy. Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you. The more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression.
- Cyberbullying. About 10 percent of teens report being bullied on social media and many other users are subjected to offensive comments. Social media platforms such as Twitter can be hotspots for spreading hurtful rumors, lies, and abuse that can leave lasting emotional scars.
- Self-absorption. Sharing endless selfies and all your innermost thoughts on social media can create an unhealthy self-centeredness and distance you from real-life connections.
- Many of us use social media as a "security blanket". Whenever we're in a social situation and feel anxious, awkward, or lonely, we turn to our phones and log on to social media. Of course,

interacting with social media only denies you the face-to-face interaction that can help to ease anxiety.

- Your heavy social media use could be masking other underlying problems, such as stress, depression, or boredom. If you spend more time on social media when you're feeling down, lonely, or bored, you may be using it as a way to distract yourself from unpleasant feelings or self-soothe your moods. While it can be difficult at first, allowing yourself to feel can open you up to finding healthier ways to manage your moods.

Social media and relationships

One particularly pernicious concern is whether time spent on social media sites is eating away at face-to-face time, a phenomenon known as social displacement. Fears about social displacement are longstanding, as old as the telephone and probably older. "This issue of displacement has gone on for more than 100 years," says Jeffrey Hall, PhD, director of the Relationships and Technology Lab at the University of Kansas. "No matter what the technology is," says Hall, "there is always a cultural belief that it's replacing face-to-face time with our close friends and family."

Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel lonely and isolated—and exacerbate mental health problems such as anxiety and depression.

Business applications of social media

Social media is becoming an integral part of life online. In business, social media is used to market products, promote brands, and connect to current customers and foster new business.

- Social Media can be a very powerful business tool. For example, establishing a Face book page allows people who like users' brand and the way users conduct business to like your page, which creates a venue for communication, marketing and networking. Through social media sites, users can follow conversations about their brand for real-time market data and feedback.
- In terms of customer feedback, social media makes it easy to tell a company and everyone else about their experience with that company, whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.
- Social media networking allows a company to connect individuals who share similar business interests or activities.
- Social media is also often used for crowd sourcing. Customers can use social networking sites to offer ideas for future products or tweaks to current ones

Assignment:

I. Answer the following in about two sentences:

1. Define social media.
2. What are the drawbacks of social media?
3. What is:
   a) Twitter
   b) Snap chat
   c) Linked in
   d) FOMO

II. Answer the following questions in about 200 words.

1. Write about the advantages of social media.
2. Write about the use of social media to develop business.

Module - 2
Content Writing

Content writing is the process of planning, writing and editing web content, typically for digital marketing purposes. Content, at the most basic level, is information. Content on the web takes a variety of forms: blog posts, social media posts, video and audio recordings, web pages, white papers and more. Content writers, therefore, specialize in written content.

Content writing is a form of online writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites that are designed to sell or promote a specific product. Content writers work according to the brief provided by a client. This brief will define their task and any Search Engine Optimization (SEO) related requirements, such as keyword density. The job of the Content Writer is to turn this brief into a finished product which becomes part of the target webpage. Content is distinct from journalism or conventional copywriting in that it is designed to achieve prominence on the web, and must be tailored for this purpose.

Content writing is almost always related to SEO marketing campaigns. It will involve writing tightly focused texts that include a set of keywords or phrases that have been researched by marketers. High quality content will ensure that these keywords appear in the right density. The text will also be fluently written, clear and able to promote the product being described. The quality of the content produced also needs to be high. Poor quality content is less likely to achieve a high search engine ranking, meaning that the webpage in question will not be read by a large number of potential customers. The skills required for content writing are varied. They include the ability to write fluently and persuasively on a range of subjects while integrating keywords without losing readability.

Understanding the purpose of content is the key to producing high-quality work. It's meant to speak directly with a particular audience, such as customers, potential customers, investors, employees, or other stakeholders. Content can be well-written, researched and creatively conceived, but if it isn't speaking to the intended audience, it's not doing its job.

What Skills Do Content Writers Need?

Content writers need to be well-rounded. While this skill set may seem daunting to newcomers, all that is required to master these traits is practice. If you want to be a content writer, you need the following:

- Solid grip on grammar and style
- Excellent researching ability
- Ability to write quickly and perform under tight deadlines
- Must write in a variety of tones, on a variety of subjects, within a variety of structures
- Strong knowledge of the field you wish to write about
- Creative ability to generate content ideas

As you can see, pure writing ability is important, but far from the only qualification for becoming a content writer. Knowledge, creativity and writing speed are essential.

However, writing content isn't just important for blog posts. In fact, content writing is important for all types of different content formats, including:

- Video scripts
- Email newsletters
- Keynote speeches
- Social media posts
- Podcast titles
- White papers
- Web page copy
- Landing pages
- YouTube video descriptions etc.

Best Practices to write content writing:

- Create an Outline

Creating an outline is a first step in the content writing process. Outlines help your content come out better for two main reasons:

First, outlines force you to put all your thoughts down in an organized way which really speeds up the writing process. Second, outlines usually lead to a much better structure for your content. That's because an outline lets you see your content from a "high level" that's impossible to see as you're writing. Since you have an outline, your final content will hit all of the major points that you set out before you started writing.

- Use a previous piece of content that did well

So when we start working on a new guide, we use a lot of the structure from our existing guides as a base. You can have a post written by the world's top copywriter. But if that post is hard for people to consume, no one will read it.

- Keep it Snappy, Rich and Entertaining

Whether you're writing about content creation or cars, your writing needs to grab people's attention. Otherwise, they'll click over to something else. How you grab someone's attention depends on the format you're working with. Specifically try to keep paragraphs short.

- Visuals and screenshots in video

If you're about to sit down and record some audio, you want your lines to be short and snappy. You also want to avoid parenthetical statements. Content in parenthesis is easy to follow when you're reading it. But you can easily "lose the thread" if you're listening to your audio as a podcast. The final content needs to be very engaging to work. And no matter what format you're working with, that starts with the content writing process.

- Choose Interesting Angles

With about 2.3 million blog posts going live every day, you can't just publish something generic and expect a wave of visitors. Instead, to get traffic to your content, it needs a compelling angle. An angle is simply the hook that makes your content stand out from all the others on that topic. Your angle can be a personal story, a bit of controversy, or something that simply looks better than what is there. The angle you go with depends on your target audience.

- Make it Trustworthy

For people to share and link to your content, they need to trust it first. And while design factors in to how much people trust your content, your writing plays a big role too.

Here are a few tips to make your content more trustworthy.

- Use proper grammar:

If you want to improve your writing skills, a tool like 'Hemingway Editor' or 'Grammarly' can be a huge help.

- Do your homework:

  Research and references show that you know what you're talking about.

Assignment:

I. Short Answers:

1. What is content writing?
2. What is SEO?
3. Mention the skills required for content writing.

MODULE - 3
Technical Writing

Technical writing is a type of writing where the author is writing about a particular subject that requires direction, instruction, or explanation. This style of writing has a very different purpose and different characteristics compared to other writing styles such as creative writing, academic writing or business writing.

Technical writing is used anytime technical information must be conveyed by text. The text will explain the scientific or specialized details and guide the reader in how to use that information. Due to the high-tech nature of workplaces and day-to-day life, technical writing is increasingly common. Technical writing has a clear, direct and neutral style. The text should present the information in the most professional and accessible way possible.

Stages in Technical Writing:

I. Project Preparation

The project planning process begins when the technical document is requested. With the request, the initial requirements are defined: document type, subject area/content, goal, scope, and audience.

1. Audience Analysis: The audience is always at the forefront of the technical writer's mind. The reader defines the text. Generally, the technical information does not change. The only thing that changes is how those facts are conveyed. A good technical writer revises the text based on the reader's context.

2. Understand the User: You need to ask few questions to understand the user and reader: Who are they? What do they need? Where will they be reading? When will they be reading? Why will they be reading? How will they be reading?

3. User Experience: Keep user experience in mind. There can be a tendency for experts to craft a document that shows their depth of knowledge and to compile it in a way that is appealing for their own peer-group. It's an easy mistake that ignores how the actual reader will use the document. Therefore, as you prepare continuously step back and view the document as the reader.

II. Planning the document:

With the document request and audience clearly defined, you can then conceptualize your document. Technical information is complex. A lot of factors need to be considered, but not all will be included in the final product. Therefore, plan the document. Have a plan on what to include and exclude. This phase will also highlight areas that are not familiar to you and require more investigation. No technical writer knows every technical detail. Consultation with specialists is critical. Experts will provide additional or parallel information that will make the information more useful to the end reader.

III. Document preparation:

Once the planning is achieved, it is important to choose the right type of technical document. There is a wide range of types like the following:

1. Technical Report: Technical reports are written to provide information, analysis, instructions and/or recommendations. These reports provide the reader with enough background on a topic to be informed and potentially make decisions.
   Ex: a technical report on one phase of a company's manufacturing process. The report includes information on how this phase impacts the product, the process itself, and recommendations for optimization.

2. Technical manuals: Technical manuals provide instructions on how to use a device or program. The reader is the user or sometimes a developer of that product.
   Ex: user manual for a vehicle, developer's manual for a computer program.

3. Technical proposals: Technical proposals provide an introduction to a new project. It describes the purpose, the planned phases or tasks, methods to be employed, expected results and benefits, and a budget.
   Ex: a technical proposal from a franchisee to a retail company to open a new location. The proposal includes real estate details, renovation and operation plans, revenue expectations, and project costs.

4. Guides and Handbooks: Guides and handbooks are references or sets of instructions in a form that is quickly accessible.
   Ex: the MLA Handbook provides a quick reference guide for a defined research writing style. Or the guide to a mobile phone you have just bought.

5. Standard operating procedure: A Standard Operation Procedure (SOP) is a collection of step-by-step instructions, normally for workers, to complete routine processes. A SOP aims to increase consistency, quality and compliance of repeat operations.
   Ex: laboratory employees use a standard operating procedure to complete potable water analysis.

IV. Writing in Correct Style

You need to ensure the style of writing is suitable for a technical document. The writing needs to be accessible, direct and professional. Flowery or emotional text is not welcome in a technical document. To ensure your text maintains this style, integrate the following key technical characteristics into your writing:

1. Active voice: The active voice is easier to read and understand than the passive voice.
   Ex. Turn the 'wash' button on.

2. Tone: Use an impersonal style. Write from a third person perspective, like a teacher instructing a student. Any opinions should be omitted.

3. Accurate word choice: Use an appropriate word for the context. Include necessary details that make the text understandable and precise. Avoid overusing pronouns as the reader may have difficulty identifying the antecedent.
   Ex: If the red-light flashes on the monitor for more than ten seconds, then initiate a hard restart by pressing the grey power button.

4. Task based approach: a task-based approach makes the content easier to understand. When writing, consider the order of the steps in the process. This flow provides a natural guide to your writing.

5. Sentence Structure: Always put the most important information in the main clause. The reader will better digest the priority information.
   Ex: The antibiotic trial was successful, despite the researcher's preliminary concerns.
   Also be brief. Combine sentences or eliminate unnecessary words in sentences to make the text as concise as possible. Technical writing must be clear and direct, so there is no need to add color or complexity.

6. Avoid Jargon: Jargon should be avoided and only used when appropriate for specific audiences. When you use unfamiliar or technical terms, define the term when using it for the first time in the text. When you use abbreviations, write out the complete term followed by the abbreviation in parentheses for its first use.

7. Create a Persona: The crux of good technical writing is writing for your audience. Therefore, first recognize and then understand the audience. After identifying your audience, refine it further by creating a persona. Imagine the exact person who will be reading your document. Assign your reader a specific age, gender, educational background, career, a story for why they are reading the document, even a hobby. Instead of writing for a theoretical audience, write for a specific, albeit fictional, person.

8. Be clear on Scope and Goal: The goal and scope should be clearly outlined in the very beginning and should be kept in mind at each and every step. Evaluate if that content is really necessary. Cut it or if necessary, consider separation through appendices and even an additional document.

9. Be Timeless: Most technical writers focus on today's audience. While very important, these documents often serve future readers, too. Therefore, make your writing timeless. To write timelessly, always include dates and timelines where relevant. Avoid including time-dependent or temporary information. If you must, explain its current context for future readers.

WRITING DESCRIPTION OF GADGETS AND PROCESSES

Descriptive technical writing uses a combination of both visuals and text to "show" and "tell" the reader about the information being conveyed. Like more creative descriptions, technical descriptions sometimes draw on the "five senses" and metaphorical comparisons (analogies) to allow the reader to fully conceptualize what is being described.

Technical descriptions can take many forms, depending on purpose and audience. Some general categories of technical descriptions include the following:

A) TECHNICAL DESCRIPTIONS OF A MECHANISM

Mechanism descriptions provide a detailed overview of the physical aspects of a tool, machine or other mechanical device that has moving parts and is designed to perform a specific function. These could be product descriptions for sales or manufacturing, documentation of design specifications, info-graphics, etc.

Mechanism descriptions should provide a clear understanding of the object being described, including:

- General appearance and physical properties.
- Overall function/purpose.
- Component parts.
- How the parts interact to create a functioning whole.

The reader should be able to clearly picture, and therefore understand, the nature of the object being described, what it does, and how it works. In order to achieve this clarity for the reader, the writer must choose significant details and organize information logically. Select details that can be described precisely and measurably, such as: Color/texture/smell/taste/shape/size, dimensions, component parts, properties, patterns, designs etc.

Before you begin to draft your description, you must consider your purpose and audience: Why does your audience need this description? What will they use it for? Once you have your purpose and audience clearly in focus, draft a description that includes the following elements:
Definition: What is it, and what is its main purpose?
Overview: Describe the mechanism's overall appearance ("big picture").
Components: Describe the main component parts in labelled sections; consider the order of information carefully here. Create a logical connection between each component described.
Explanation: how do the parts work together to fulfil its function? What key principles govern its functioning? Consider how much detail is necessary here for your intended audience.
Visuals: include graphics that clearly illustrate the mechanism and/or its parts. Show the device as a whole; consider showing specific details in expanded views or labelled diagrams. You may even embed or link to videos showing the device in action.
Conclusion: depending on the purpose, you might review product's history, availability, manufacturing, costs, warnings, etc.).

In refining the details of your description and its component parts use a logical principle to organize your description:
- Top to bottom (or foundation upward).
- Left to right (or right to left).
- Inside to outside (or outside to inside).
- Most important to least important features.
- Central component to peripherals.

- Material properties, etc.

B) TECHNICAL DESCRIPTION OF A PROCESS

Process description details a series of events that happen in particular sequence in order to achieve a specific outcome. These can be categorized into non-instructional processes (such as a process analysis of how an internal combustion engine works, or a natural process like photosynthesis) and instructional process (such as recommended/required procedures and explicit step-by-step instructions to be followed).

The process may be either one of two types. One type is that in which attention is focused on the performance of a human being, or possibly a group of human beings. A simple example is filing a work piece by hand; in a description of this process, emphasis would fall naturally upon the human skills required. The other type involves action in which a human operator either is not directly concerned at all, or inconspicuous. An instance is the functioning of Air conditioner.

In a non-instructional process description, we try to answer these questions:

- How does this mechanism work?
- What are the typical steps in this natural, mechanical, social, biological, psychological phenomenon?
- How does this event (mechanical, natural, human, social) happen?

When we ask questions like these, we expect a systematic step-by-step explanation of how the mechanism works or how the phenomenon happens. We're not looking to perform it ourselves, just to understand it. When we write a process discussion—whether it's a single paragraph or a whole report—one of the most important tasks is to divide the process into its main steps, phases, stages, or periods. There are of course other ways to handle a process discussion, but division by steps is usually the best. For example, you might try organizing a process discussion by the key parts of a mechanism. Use whichever plan seems to work best for your readers, topic, and purpose.

We may also use the following methods to enhance our writing:

Description: Explain how things look before, during, or after the process, or any phase within the process.

Definitions: Explain the meaning of any technical terms used in the discussion.

Comparisons: Compare the process, any of its phases or outcomes, to something similar or something familiar to help readers understand.

Examples: Provide examples of the process you are explaining. For example, in a discussion of tornadoes, examples of tornadoes in history can help

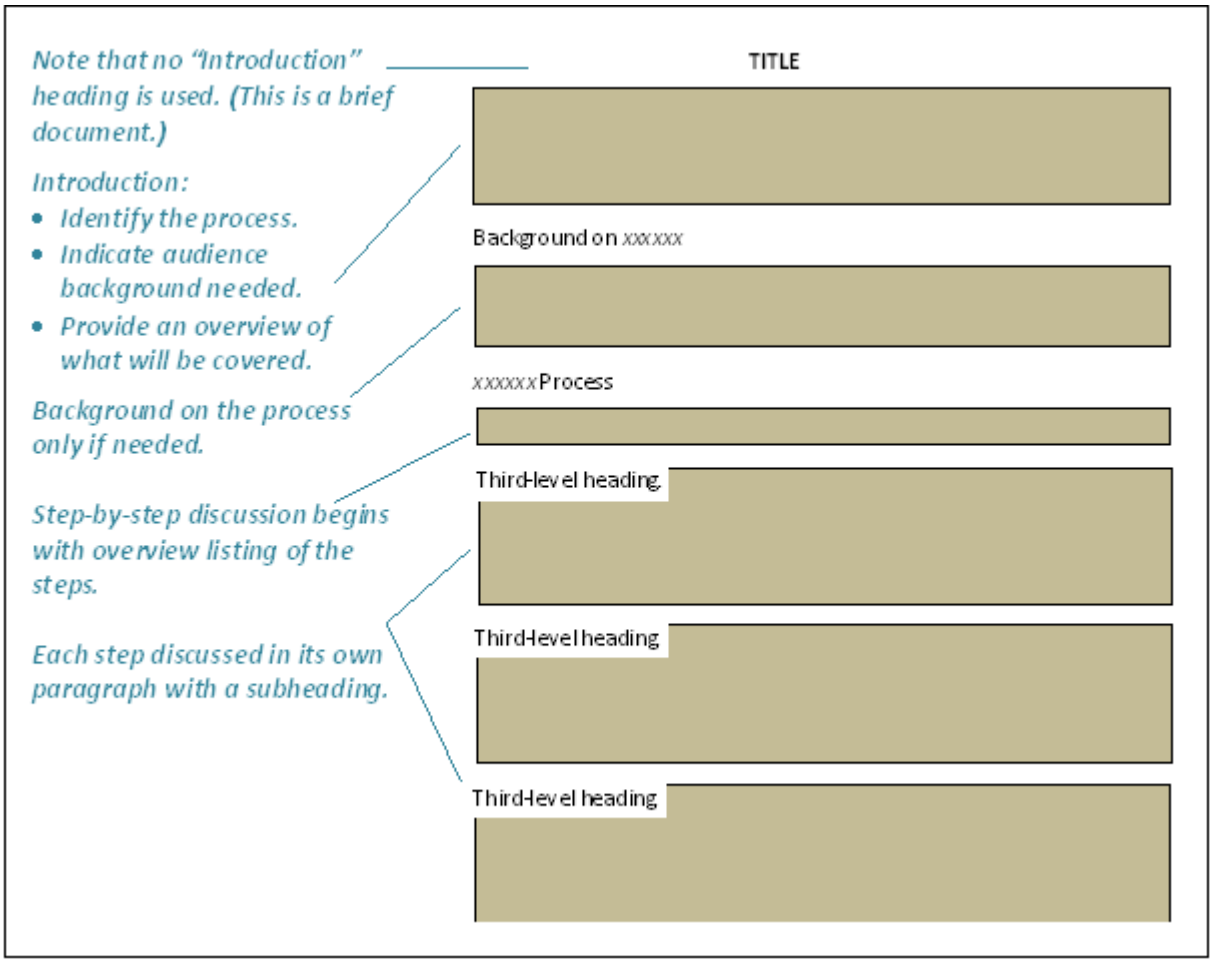
FORMAT: The following format is usually used in description of a process:

Headings- If you write an extended process discussion and structure it by steps or phases, in other words, time segments, then the subheadings can be related to those steps or phases, as illustrated in the following schematic view of process discussions. If your process discussion has one section in which you explain the process and another in which you discuss some supplementary aspect of the process, your headings would need to indicate that structure as well.

Lists- Because they focus on sequences of events, process discussions are likely candidates for in-sentence and vertical numbered lists as the examples in this chapter show.

Graphics-Process discussions are prime territory for flow diagrams. In these you give a spatial representation of things as they occur in time. Useful also are diagrams and drawings of the mechanisms that take part in the process.

Style-You treat numbers, symbols, and abbreviations in process discussions the same as in any other technical document. Exact measurement values should be numerals, regardless whether they are below 10.



WRITING INSTRUCTIONS

One of the most common and important uses of technical writing is to provide instructions, those step-by-step explanations of how to assemble, operate, repair, or do routine maintenance on something.

An effective set of instruction requires the following:

- Clear, precise, and simple writing.
- A thorough understanding of the procedure in all its technical detail.
- The ability to put yourself in the place of the reader, the person trying to use your instructions.
- The ability to visualize the procedure in detail and to capture that awareness on paper.
- Willingness to test your instructions on the kind of person you wrote them for.

The following is a review of the sections you will commonly find in instructions. Don't assume that each one of them must be in the actual instructions you write, nor that they have to be in the order presented here, nor that this is the only section possible in a set of instructions. A set of instructions often includes the following:

1. Introduction: plan the introduction to your instructions carefully. It might include any of the following (but not necessarily in this order):

- Indicate the specific tasks or procedure to be explained as well as the scope (what will and will not be covered).
- Indicate what the audience needs in terms of knowledge and background to understand th e instructions.
- Give a general idea of the procedure and what it accomplishes.
- Indicate the conditions when these instructions should (or should not) be used.
- Give an overview of the contents of the instructions.

Types of instructions that can be featured in writing instructions:

General warning, caution, danger notices: instructions often must alert readers to the possibility of ruining their equipment, screwing up the procedure, and hurting themselves. Also, instructions must often emphasize key points or exceptions. For these situations, you use special notices—note, warning, caution, and danger notices.

Technical background or theory: at the beginning of certain kinds of instructions (after the introduction), you may need a discussion of background related to the procedure. For certain instructions, this background is critical—otherwise, the steps in the procedure make no sense.

Equipment and supplies: notice that most instructions include a list of the things you need to gather before you start the procedure. This includes equipment, the tools you use in the procedure (such as mixing bowls, spoons, bread pans, hammers, drills, and saws) and supplies, the things that are consumed in the procedure (such as wood, paint, oil, flour, and nails). In instructions, these typically are listed either in a simple vertical list or in a two-column list. Use the two-column list if you need to add some specifications to some or all of the items—for example, brand names, sizes, amounts, types, model numbers, and so on.

2. Discussion of the steps: when you get to the actual writing of the steps, there are several things to keep in mind:

A. The structure and format of those steps: Usually vertical numbered lists are used. However, there are some variations too.

a. Fixed-order steps are steps that must be performed in the order presented. For example, if you are changing the oil in a car, draining the oil is a step that must come before putting the new oil. These are numbered lists (usually, vertical numbered lists).
b. Variable-order steps are steps that can be performed in practically any order. Good examples are those troubleshooting guides that tell you to check certain things when you are trying to fix something. You can do these kinds of steps in practically any order. With this type, the bulleted list is the appropriate format.
c. Alternate steps are those in which two or more ways to accomplish the same thing are presented. Alternate steps are also used when various conditions might exist. Use bulleted lists with this type, with OR inserted between the alternatives, or the lead-in indicating that alternatives are about to be presented.
d. Nested steps may be used in cases when individual steps within a procedure are rather complex in their own right and need to be broken down into sub-steps. In this case, you indent further and sequence the sub-steps as a, b, c, and so on.
e. "Step-less" instructions can be used when you really cannot use numbered vertical list or provide straightforward instructional-style directing of the reader. Some situations must be so generalized or so variable that steps cannot be stated.

B. Supplementary information that might be needed: often, it is not enough simply to tell readers to do this or to do that. They need additional explanatory information such as how the thing should look before and after the step; why they should care about doing this step; what mechanical principle is behind what they are doing; even more micro-level explanation of the step—discussion of the specific actions that make up the step.
The problem with supplementary discussion, however, is that it can hide the actual step. You want the actual step—the specific actions the reader is to take—to stand out. You don't want it all buried in a heap of words. There are at least two techniques to avoid this problem: you can split the instruction from the supplement into separate paragraphs; or you can bold the instruction.

C. WRITING STYLE
As discussed before, make sure the writing is clear, simple, instructive and impersonal.

- Start each step with an action word. Every step you write should be actionable. Use verbs that show your readers exactly the action they must take to complete that step of the task. Ex: Cut the carrots, Fasten the collar
- Word your instructions in terms of what someone must do, not what someone must think or know. Ex: if you're writing dog-walking instructions, "Check the collar's fit" is more actionable than "Know the dog's collar size."

- Follow a logical progression. Assume that your reader is going to jump right in and start working on the task as soon as they read the first step. Ex: Once the light turns red, switch off the button.
- If there is any inherent danger in a particular step, include this warning with the step itself, not in your introduction or at the end of your instructions when it's too late.
- Include guides to let your reader know when they've performed the step correctly. For example, you say: Your band fits properly if you can place two fingers between the band and your wrist.
- Choose your words properly. Use simple language and avoid jargons. If you must use a technical word, provide a short and simple definition.
- Use positive actions. Generally, it's better to tell your readers what they should do to complete the task, rather than what they shouldn't do. For example: instead of saying "Don not fasten the belt too tightly", say " Fit the collar properly".
- Write in second person. The pronoun "you" allows you to address your reader directly and can avoid confusion. For example: You must push the lever.
- Include alternatives. For some tasks, there will be more than one way to accomplish a step or group of steps. Provide the alternative along with the step so that the reader can choose how they want to complete the task. For example, if you're explaining how to make a peanut butter and jelly sandwich, you can add: "Substitute almond butter in case of peanut allergies.

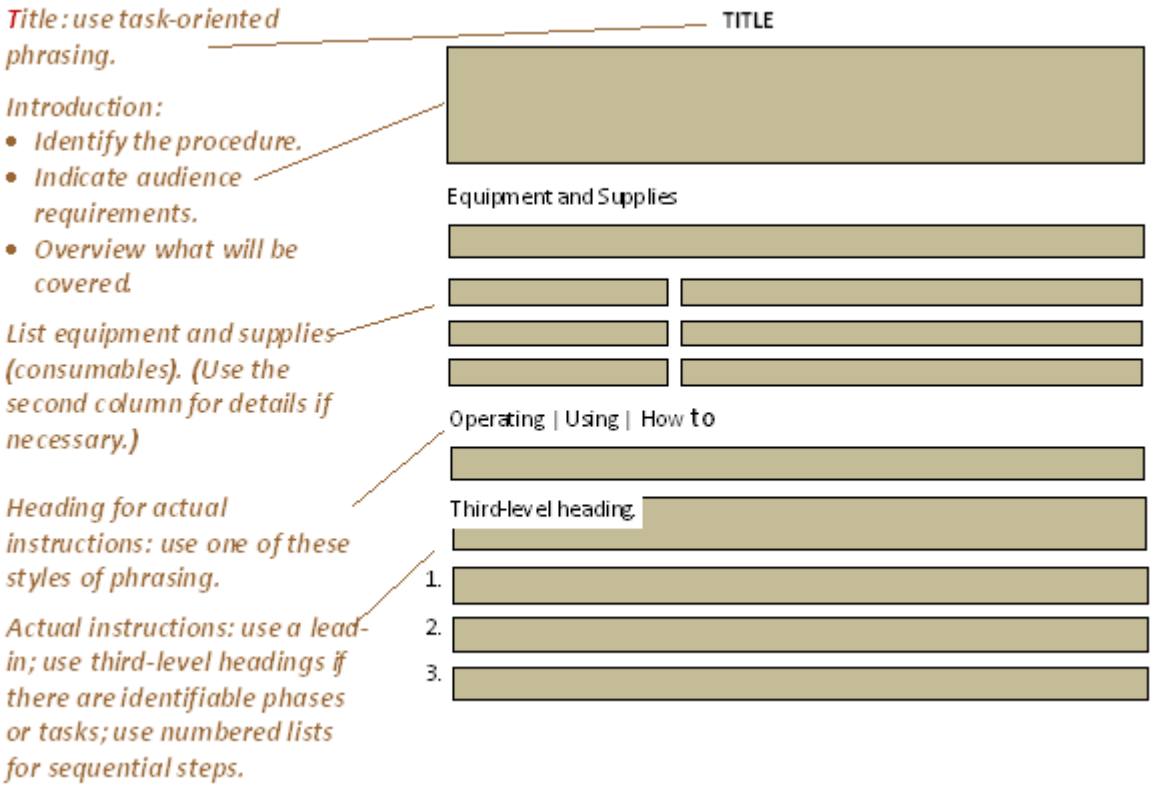
Illustrating your Instructions: Perhaps more than in any other form of technical writing, graphics are crucial to instructions. Sometimes, words simply cannot explain the step. Illustrations are often critical to the readers' ability to visualize what they are supposed to do. Be sure that the graphics represent the image from the reader's perspective.

Formatting your instructions: Since people rarely want to read instructions, but often have to, format your instructions for reluctant readability. Try to make your reader want to read them, or at least not resistant to the idea of consulting them.

Headings: normally, you'd want headings for any background section you might have, the equipment and supplies section, a general heading for the actual instructions section, and subheadings for the individual tasks or phases within that section.

Lists: similarly, instructions typically make extensive use of lists, particularly numbered vertical lists for the actual step-by-step explanations. Simple vertical lists or two-column lists are usually good for the equipment and supplies section. In-sentence lists are good whenever you give an overview of things to come.

Special Notices: you may have to alert readers to possibilities in which they may damage their equipment, waste supplies, cause the entire procedure to fail, injure themselves or others—even seriously or fatally. Companies have been sued for lack of these special notices, for poorly written special notices, or for special notices that were out of place.



PREPARING CHECK LIST FOR TECHNICAL WRITING:

It is always better to have a checklist so that the errors are identified and corrected. As you reread and revise your instructions, check that they do the following:

CONTENT

- Use of present tense and active voice
- Important information first
- Clear sentence structure
- No passive voice
- Spelling and grammar check are complete
- Correct use of punctuation

- Your text is not wordy
- All hyperlinks have been tested and work
- Images are not broken

FORMAT

- Fonts are used correctly
- The text is easily readable (if you use a color for a font or background)
- The table of contents reflects correct page numbers and section names
- Headings are clear and have correct heading tags
- Glossary identifies all key terms (if you have a glossary in documentation)

Assignment:

Answer the following questions:

1.What is technical writing?
2.Mention the stages of technical writing?
3.Name any two things that should be avoided in writing a technical document.
4.What is the difference between technical description of a process and of a mechanism?
5.How is writing instructions different from description of a process?

Exercise

1. Develop a technical document describing the mechanism of a microwave oven.
2. Develop a technical document describing the process of creating a blog.
3. Develop an instruction manual for a camera.

REPORT WRITING

A report is a clearly structured document in which the writer identifies and examines issues, events, or findings of an investigation. Information obtained from research or from undertaking a project is delivered in a precise, concise writing style organized under a set of headings and sub-headings, which enable the reader to find data quickly. Graphs and tables can also be used to present data in the body of the report. Rather than commenting upon, comparing or evaluating ideas, as an essay does, a report frequently offers recommendations for action based on the information it has presented.

TYPES OF REPORT:

1. Status report/ Progress report: It is presented at the middle of a task or program assigned. It talks about the work completed till date, work that is in progress, work yet to be done and anticipated problems.
2. Event report: It is written after the event in order to evaluate the success of the event. It also helps to analyse the pit falls so that it can be avoided in future events.
3. Project report: Project reports should provide details of the overall project at the point of completion. It should be written in a way that enables the reader to assess the quality and importance of the information with the aim of persuading the reader to agree with the conclusions and recommendations.

Presentation and Style

Present the report in a simple and concise style that is easy to read and navigate. Readers want to be able to look through a report and get to the information they need as quickly as possible. That way a report has a greater impact on the reader. There are simple formatting styles that can be used throughout a report that will make it easy to read and look organized and presentable.

Font: Let there be consistency in the fonts used.

Lists: Use lists whenever possible to break information into easy-to-understand points. Lists may either be numbered or bulleted.

Keep it simple. Keep the sentences short and to the point. Do not go into a lot of details unless it is needed.

Use active voice rather than passive voice where possible. Active voice makes the writing move smoothly and easily. For example: "Bad customer service reduces regular business" is more concise and direct than "Regular business is reduced by bad customer service."

FORMATS:

1. Progress /Status Report

To- Who is the report submitted to

TITLE - The title should tell the reader what the report is about.

TERMS OF REFERENCE- This section addresses three questions:
i. Why the report was written?
ii. Who it was written for?
iii. What the scope of the report is?

PROCEDURE: In this section the writer explains the procedures used or the processes involved. For example, visits to places/sites, interviews with people and so on.

WORK COMPLETED TILL DATE: This section gives the details of works done so far.
: Present the details in points

WORK IN PROGRESS: This section gives the details of the work that has started and is in progress.
: Present the details in points

WORK TO BE COMPLETED: This section gives the details of work yet to be done.
: Details on how it is planned to be completed on time
: Present the details in points

ANTICIPATED PROBLEM: This section gives details on problems that the team is likely to encounter for the Works to be done. ex- heavy rains or nationwide strike
: Details on precautionary measures taken for the anticipated problems. ex- working an extra hour or getting more staff

Name:

Designation:

Date:

2.Event report

Name of the Event:
Date of the Event:
Location of Event:
Number of persons attending:
Sponsoring Organizations:
Contact Details:

Executive summary: The official executive summary must be an independent document: an outline of the entire event that spells out the most important insights and discoveries from the rest of the report. It may incorporate the data on any key objectives or proposals for future event organization.
Introduction: In the first few sentences of the report cover the who, what, when, where and why of your event. You may wish to add a brief history of the event if relevant.
Objectives: List event objects and measure the success of the event against these and any Key Performance Indicators (KPI). If KPIs weren't achieved, provide a statement on why not and any future recommendations.
Budget: Provide a summary of the amount spent against the initial budget. Provide information on why variances occurred. Use graphs and tables to display the data and add brief commentary where ever necessary. Review event pricing structure and add recommendations in the section below.
Attach the final budget to the report as an appendix.
Attendee Survey: Research your audience. Your objectives should be measurable, actionable results that will benefit your future events. Use survey apps to provide questionnaires to your attendees. If the event doesn't meet the goals, use this tool to discuss how you can ensure that they will be met at future events or revise them for the next time around.
Metrics: Audience metrics are an essential data point: collect the total number of visitors, sponsors, and exhibitors with their demographics, job titles, and responses. This data will help you tailor future events to your target needs and collect statistics that will be vital to show to your partners in the future
Programme and Speakers: This segment of your report will originate from dialogs with representatives, speakers, and exhibitors. Provide details of the speakers and how effective was their speech based on attendee survey. Use it to investigate the assessment of your event program and determine whether participants were satisfied during the event.
Location and Venue: It's important to review the location and venue of your event. Not only will it help you decide where to hold future events, it may provide insight into attendee numbers.

a. Location: You should also investigate aspects like accessibility and ease of travel to the location, Cost of travel, other venue options in the location etc.
b. venue: Choosing a venue is one of the most important and expensive decisions for event organizers. It's important to conduct a thorough review of the venue. If there are any major issues highlighted, it is also important to provide feedback to the venue. You'll likely find that attendees will help highlight any issues in the attendee survey. Investigate other aspects like appropriates for event, facilities like rooms/Ac etc.

Marketing, Media and Promotion: Provide a summary of marketing activities, highlighting successes and failures. Areas to address include:

- Promotional activities and outcomes. Use analytics to support outcomes
- Attendee demographics (where they're from, their age, job titles). Analyze the marketing strategies used and whether it was appropriate for the demography of the attendees. It is important that you know your audience and how to target them.
- Social media engagement: Look at growth during the event campaign and engagement at the event
- Media – Summaries and event media coverage. Highlight positive outcomes
- Website (include key analytics)
- Review marketing budget and spent budget
- Include any creative examples in the appendix of the report

Sponsorship: Summarize all sponsorship information and results. Include:

- Review of sponsors and numbers
- Full synopsis of sponsorship programs/packages
- Incorporate a synopsis of sponsorship income.

Staffing: Review staff resourcing for your event and provide recommendations for future events. This will help you prepare budgets for the following year's event.

Conclusion and Recommendations: sum up the post-event report: a concise discourse of what functioned well and where there is space for improvement. To close your post-event report, summarize the key suggestions featured throughout the report. Incorporate suggestions from staff, patrons, speakers, and participants.

3. Project Report:

TITLE PAGE: The title should clearly convey to the reader the nature of the report. It should also include the name of the author, the name of the person the report is being submitted to, and the completion date.
CONTENTS PAGE: This should show a list of the sections or chapters with page numbers in the sequence in which they appear.
ABSTRACT/ EXECUTIVE SUMMARY: The purpose of the executive summary is to enable the reader to get an overview of the main contents of the report without having to read the whole document. The summary should be no more than a page (about 300 words) in length and briefly cover:
The purpose of the report
Methods of gathering information.
An overview of the conclusions and recommendations.
What you are doing here is summarizing all the work you have done and the conclusions you have reached. Logically, the Executive Summary cannot be written until the rest of the report has been completed
TERMS OF REFERENCE: This should provide the purpose/aims/objectives, as well as the scope and limits of the report. This includes who requested the report, the main issues or problems to be identified, the reason for undertaking the report and the due date of the report
INTRODUCTION: Background or events leading up to the request for the report and important contextual information e.g. information on the organization and its management structure or introduction to the topic of the report.
PROCEDURE/METHODOLOGY: You need to provide a clear description of all the methods used in undertaking the investigation for the report. Outlines the methods used to collect information e.g. interviews, questionnaires, observations and/or research.
FINDINGS AND DISCUSSION: In the findings discuss what you found through your investigation. Here give only facts and not interpretation. Tables, graphs or diagrams can be used. Findings must be relevant to the issues and problems identified in the Terms of Reference. Findings should be arranged in a logical order with headings and sub-headings.
In the discussion part, analyze, interpret and evaluate the findings. The discussion draws together different parts of the findings and may refer to findings of other studies. Please note that describing or stating what you have found is not sufficient. You need to show that you understand the implications of this statement.

CONCLUSIONS: The final portion of your report is the place where you draw all the threads together, the points arising from the findings section, and further discussing the most interesting or unexpected findings and trying to account for these. There should be no new data introduced in this section – conclusions are a drawing together of the information already presented.
RECOMMENDATIONS: This includes the opinions of the writer of the report about possible changes, or solutions to the problems, including who should take action, what should be done, when and how it should be done.
REFERENCES: A list of the sources that are used in and referred to in the report are mentioned in references. Whenever you are directly quoting or referring to one of your sources, you must acknowledge this in the text as you compile your report.
APPENDICES: Appendices are separate from the report and should be used where:

- There is information that is too lengthy or detailed to be included in the main body of the text, e.g. detailed statistical tables
- There is information which is relevant and to which the reader may want to refer, but is not directly necessary in reading the text, e.g. a policy document.

Assignment:

I. Answer the following questions in a sentences in a sentence or two:

1.What is a report?
2.Mention the types of report.
3.What is a progress report?
4.Why is attendee survey important in an event report?
5. When do we use appendices in a project report?

II. Answer the following questions

1. Imagine that you have been asked to conduct a survey as the Women Welfare Officer of your district about the problems faced by women entrepreneurs and submit a report.

Consider the following points:

- Number of women taking up business
- Types of business taken up by women entrepreneurs
- Support they women get from family
- Support they get from the government
- Challenges faced by women entrepreneur

2. You are asked by your client to submit a status report on the construction of an auditorium in the college area. Prepare the report in the required format using the following hints:
    i. Work done so far - building completed /chairs fixed / flooring completed - lighting done (electrification)
    ii. Pending work - fixing projectors /spot lights/screens/ false roofing
    iii. Delay in work due to the unexpected rains.
    iv. Quickening the work; expected to be completed by December.

3. You are the convener of the marathon on Save Environment organized by your company. Prepare an event report in the required format.

Module - 4
Blog Writing

What is Blogging or Blog writing?

A blog is a space in the web world where one can share knowledge or thoughts with others. It can be one's own website or an extension of the main site. Whether it's for business or for oneself, when a blog is created, it helps to establish stronger ties with the blogger's readers and customers.

Blog is a type of Website that emphasises on written material which is called or known as Blog Post. In this digital world Blog writing or Blogging has become popular especially when it comes to News Blogs, Sports Blogs, Health Blogs or Celebrity Blog sites

It is the personal perspective of the Blog writer which influences the readers. This is also a site in which the reader can comment about what they read in the comment section. This enhances the blog writer's perspective to write further or correct the style of writing and sometimes they do get offended with the comments. But this further helps the writer to receive the critics' view to write and to take even criticism in a positive way to improve. Apart from this the direct contact with the reader allows the blogger to interact and share views and ideas with the likeminded people. This constant interaction builds contacts which opens way to improve the business if the blog is related to business, it helps the blogger to make money through writing for various firms etc.
A blogger need not be a good writer to write a blog. It is not specified to any particular field. It can be written on any subject and it can be informal as well. The only specification which a blogger requires is a staunch desire and passion on the subject on which the blog is written because at the end of it is only to share your knowledge with the outside world.

Blogger need not stick on to only one topic. It can be a topic of your interest and choice and it can be on multiple subjects.

Let us see the reasons for blogging:

Sharing Information: People have pleasant or unpleasant experiences with regard to different aspects that they come across in daily life. The realisation that these experiences have to be shared among the people leads to expression on a social platform. Blogging is one such social media platform to share the knowledge which you have gained out of your experience. It can be anything like the process in which you were able to reach the pinnacle of success or the worst form of cheating. Blogger feels it nice to share it in his/her blog to enlighten people about the experience.

To Earn Money: Certain business houses look for excellent bloggers who can promote the products. Bloggers who are good at writing can make money by writing for these business houses while sitting at home. It is a form of making money along with other things at the comfort of one's house. Bloggers can also make money by writing for some news agencies on general topics.

Making oneself known to the outside world: If the blogger has a strong passion or interest for something one can constantly blog and if these blogs are read by a greater number of people it is very easy to get recognized in the world without the help of any organisations or publication houses.

Building Contacts: The target readers are kept in mind while writing blogs and this helps the readers to interact directly with the writer through their comments. This further builds contacts and this helps the blogger to develop contacts. This is a great way to connect with like-minded people and share the knowledge with them.

How to create a Blog?

Once you have decided to write a blog it is an effective way to show what sets you apart from others in your field. Include practical, actionable advice or share the step-by-step methods on how to get something done, and readers will come to recognize you and your blog as an authority.

Name your Blog: First step to create a Blog is to name it according to your passion or interest such as cooking, sports, yoga, meditation, wildlife, hobbies or anything which is of great interest you. It can also be about day to day experiences. If it is a personal blog one can share the day to day happiness one finds in doing things and sharing the same to the outside world without anyone in particular.

At the same time if you want to write the blog in one particular area it is best to include the name of that in some way or other while naming the blog. For example, if you are writing about 'Gardening' it need not be named as Gardening but it can also be named using associated words such as 'Backyard', 'Flowering Pots', Grow Veggie', 'Terrace Gardening' etc.,

Choose a right Platform: Once you have some blog name ideas you will need to choose a right bio logging websites such as 'Word Press', 'Wix', 'Domain Wheel' and many others to publish your blogs**.** A '.com' domain extension is the most preferred, but '.net' or '.org' work as well. It is also important to note that for the purposes of a blog domain you cannot have any spaces between words. If your blog name is 'Blogging Gardening with Allan" becomes 'bloggінggardeningwithallan.com" becomes the blog domain.

Now that you've got your name and have picked an extension it's time to make sure that no one else has already registered with the same name.

Customise your Blog: Once when you have registered with the domain login with your domain name and the password you can design your blog according to your taste and the topic. You can choose any theme and start using it. In case you don't like to use those themes you can browse for good themes and apply it.

Writing a Blog Post and Publishing it: Once the blog is registered it is time to write a blog and publish it. While a new blog is opened there exists a template or a default post. One can either use the template or if there is a default post you can delete the same and go to Add New link. Once when it is clicked two blocks are found. One is for the Title and the other for the content. You can begin writing in the lower box.

It also allows you to choose images which you can upload based on the content of your blog along with you writing. Once the writing is done press the 'Publish' button to publish your content, but before pressing the 'Publish' button double check for the typo errors or if you would like to change anything, because once when it is published your content is in public domain and the changes cannot be incorporated.

Promote your Blog: After publishing your blog successfully it is time to promote the blog which you have written. Use several methods such as using Social Media Platforms (WhatsApp, Facebook, Instagram, Share Chat) to promote your blog. You should also read others blogs and comment on them to develop your contacts and encourage them to read your blog. When you receive comments from the readers engage them with interaction thereby you promote them to read your further blogs. Collaborate with companies or people who have similar taste and share your blog with them. You can also create an Email List and share the blog. Apart from all these you can even submit to the Search Engines.

Dos & Don'ts of Blog Writing:

Writing a Blog is one of the ways in which you can converse with outside world and say what is there in your mind, at the same time one has to be careful and has to follow certain etiquette. There is no hard and fast rule as what has to be written and what shouldn't be written, but certain self-limitations can be imposed to make your writing effective.

Target Readers: Blog is written for the Readers to read and while writing a blog one must keep in mind who are the Target readers to whom the Blog is addressed to. Based on this the subject should be focussed accordingly to make your Blog impactful.

Catchy Headlines: Your blog becomes attractive when you give attention grabbing headlines. This is an art, therefore think carefully, write few headlines connected to the matter on which the blog is written, and select the one which is catchy before posting it.

Candid opinion: Blog writing is unlike Newspaper article. It is your blog and you are free to express your mind and opinion. The readers do read it and comment based on your personal opinion. It is your relationship which you share with the reader.

Insert Images: One is free to use images from your own photographs or from external links to add extra impact for the topic which you are writing on. This will in fact attract the readers to read your blog as long as it is associated with your content. You can even give related links in your content which may lead to other blogs or your own blogs.

Proof Read: It is very important to read, reread, and read again before publishing it in your blog. This is of utmost importance. It helps to change certain concepts; typo errors can be corrected even before it gets published.

Comments: One should always keep in touch with the readers. It is important to respond to all the comments. This is one of the ways to encourage the readers to read as and when you post a new write up in your blog. This also enhances your contacts.

Content: Whatever is written should be written in small paragraphs and it can also be broken into points rather than writing in large chunks. This helps the reader to understand easily and the reader may not feel that the blog is too long to read.

Places to Post: You can share your blog in all the platforms of Social Media. You can send it to individual readers through Mails. Apart from all these you can link your blog to certain related websites with prior permission from such websites.

Don’ts of writing a Blog:

Unwanted arguments: One should post only what creates value among the readers and readers lose interest if it comments against outdated, old and irrelevant subjects. It is also good to avoid controversial subjects such as Politics, Religion etc.

Grammar: It is very important not to do grammar mistakes when readers find that there are grammar mistakes they may not continue to read it again. Utmost care should be taken while drafting the Blog, check and recheck for typo errors and grammar errors.

Avoid Long Passages: This is one of the prime points to be remembered because readers may not be interested in reading long passages so it is better to keep the word count and not to write elaborate and lengthy passages.

Personal Grievances: It is not wise to share the personal problems on Public Domain; hence it is good not to share personal grievances and discuss about them. It is also not advisable to discuss the personal grievances of other people like celebrities, politicians, sports personalities etc.,

New Experiments: Don't try to do something new. Even if you try please check and recheck if it is worth posting the same. New things and new thoughts are welcome as long as it appeals and creates value in the society, failing which you might have to face a bad repercussion. Hence it is better to avoid.

The above mentioned 'Dos' and 'Don'ts' are followed Blog writing helps in building career and helpful in connecting with outside world. You can visit the following websites for sample Blogs:

BreakingintoStartups.com (For Start Ups)
Knowtechie.com (For Tech Savvy People)
The Adventure Blog (For Adventure Lovers)
Solopreneur.com (For Entrepreneurs)
Pinch of Yum (For Food Lovers)

Sample Blog:
Why I Appreciate Simple Things in Life After The Coronavirus
By Maxim Dsouza

“It’s not a bad idea to occasionally spend a little time thinking about things you take for granted. Plain everyday things.” ~Evan Davis

Let me go back in time. Not too long, but only six months ago when the virus outbreak hadn’t occurred yet. I was cursing the traffic, complaining the beer in a bar was not chilled enough, and hating that the supermarket next to my house did not have my favourite deodorant.

Soon after, due to the global pandemic, my country was under lockdown like many others. When I was indoors, I realized how beautiful and blessed I was to have the life which I otherwise assumed was regular and usual. Little did I know that I was taking things for granted and complaining about the most trivial problems.

When I look back now, I notice many special areas of life whose importance I failed to understand earlier.

1. Freedom

I had the choice to go wherever I wished and do whatever I wanted. As long as I did not do anything illegal or break any rules, of course.

I had the freedom to live life like I wanted to. No holds barred, and no questions asked. It was my life and my choice.

Yet, if I had to drive too far, I would whine about the miles I had to cover. During the lockdown, I needed a valid reason to travel that distance and face cops who most certainly wouldn't allow me to get there.

Staying indoors has taught me that losing control of the fundamental aspects of your life makes you uncomfortable. These are the things we consider usual and expected. We only realize the value of them when they vanish.

2. Comfort

Life and technology have evolved by leaps and bounds over the years. In fact, life today is drastically different from what it was a decade ago. Back then, you needed to carry a digital camera for photos, self-driving cars hadn't hit the road yet, and group messages were not even a thing.

Now, we enjoy so many benefits from the comfort of our couch. You can order food, get your car washed, or send a package to your friend without stepping outside your front door. When the delivery executive arrived ten minutes late, I would mentally curse the company for making me wait.

During the lockdown, I would wait a whole day for the same service. The comfort of technology and the services various businesses provide are priceless.

3. Variety

I had a hard time picking vegetables. I would roll my eyes saying, "Someone needs to produce new vegetables. I can't eat the same all the time." That was despite having a large variety in the supermarket. I wanted something fresh and new.

The same applied for the cereals I bought, the restaurants I dined at, or the shopping mall I visited. I had enough of the cereals that seemed to taste the same. I was fed up with the restaurants in the vicinity of my house. I wanted other shopping options than the usual mall next door.

I would travel an extra distance to add variety in my life. During the lockdown, I did not even have the privilege of relishing the usual options.

The more variety we have, the more we crave. Desire is like a treadmill running on infinite electricity. It never comes to an end.

4. The fun outside

No matter which city you live in, you have umpteen opportunities to have fun and relax. I had the option to watch any movie I like, go bowling no matter how bad I was at it, or enjoy the adrenaline of a kart race.

Even though I had very many ways to have fun, I compared my city with others. I complained, "Damn, my city has no options to enjoy nature. I have to go miles away for a trek."
When I was locked in and resorting to board games, I realize how fun-filled my city actually is.

5. The human interaction

When I went out with a large group, it would take a toll on me. Being an introvert, I preferred only a certain level of interaction. Beyond that, I would choose to be by myself than socialize. The smiles seemed artificial, and the handshakes appeared unnecessary.

Today, when I come across a passer-by, the smile lies hidden behind the mask, and a handshake is out of the question. Earlier, we called the people around us a "crowd," today we call our situation "isolation."

The memes on the internet, which say that introverts feel no difference locked indoors, aren't true. Both introverts or extroverts need at least some form of interaction to feel connected with the rest of the world.

6. The power of teams

Before, whenever we had to solve a problem at work, we would gather in a room and exchange ideas. Many complex issues found a solution because human beings can improve on each other's thoughts to reach the desired outcome.

Today, facilitating such a conversation is a nightmare. Video conferencing tools provide a viable workaround for one on one discussions and team meetings where everyone shares updates. But they cannot replace a bunch of smart people sitting in a real room discussing ideas at tandem.

Moreover, teams who see each other every day, gel along better. The physical presence creates a bond beyond just work relationships. It is the strength of such bonds that facilitates organizations to achieve massive goals.

I realize the power of teams, even more today when they cannot operate like they used to.

7. The giant web of economy

The economy is like a huge castle constructed of many individual Lego blocks. When you take one out, you feel no difference. Take another out, still not too big of a pinch. Take a few more out, and the entire structure collapses into mayhem.

Different parts of the economy are interdependent, even if they do not seem apparent. Shutting down public transport left many people unemployed and unable to earn their daily wages. A lack of transportation implied goods couldn't flow freely. As a result, we did not have all the supplies in your supermarket.

Every contributor to the economy helps it remain steady. When everything runs well, you don't notice their contribution. When a few portions break, you understand their role in keeping the whole structure stable together.

The Lessons I Learned from the Lockdown

The past weeks of the lockdown have taught me some invaluable lessons I will remember for the rest of my life.

1. Enjoy the present.

I have targeted gigantic goals for a long time. As a result, my eyes are always on the future, and each day is a grind to get there.

But the world around you is full of things to relish, cherish, and enjoy in the present. I am not saying you must stop chasing your goals and enjoy today alone. I will continue pursuing goals like before, and so should you. But while you are on this journey, don't forget to pause and experience the happiness around you.

Don't lose the sense of the present by solely focusing on the future.

2. You feel the pain only when something is missing.

Some of the things of your day to day life seem normal and expected. For example:

- You expect to find all you need in a supermarket
- You expect the pizza to arrive within thirty minutes
- You expect the mechanic to show up and fix your broken vehicle

Over time, such expectations make you lose the value of little things in life. Don't take such things for granted. You never know why and how they can be snatched away from you. You only feel the pain when you lose the privilege altogether.

3. Your emotions are defined by what you choose to see.
No matter who you are, what you do, and which part of the world you belong to, you always see what you want to see. If you want a reason to complain, you will find a ton of things around you that aren't right. If you seek happiness, you will notice many parts of your life that are a reason to rejoice.

Everyone shows a common reaction when things go well. Someone gives a toast, people clink their glasses, and everyone dances to the music.

But you cannot always control the world around you to work in your favour. The market can collapse, a natural calamity can occur, or a virus outbreak can happen.

What you can control is how you respond to such calamities to stay strong. Your reaction to such mishaps is what defines you.

The global pandemic due to the coronavirus made my life harder. But, on the positive side, it has made me stronger.

"When we meet real tragedy in life, we can react in two ways—either by losing hope and falling into self-destructive habits or by using the challenge to find our inner strength. Thanks to the teachings of Buddha, I have been able to take this second way." ~Dalai Lama

https://tinybuddha.com/blog/why-i-appreciate-simple-things-in-life-after-the-coronavirus/

Assignment:

I. Answer the following questions in a sentence or two:

1. What is Blog writing?
2. How does Blog writing help a Blogger?
3. Mention any two reasons why a Blog is written?
4. Give two tips to write a Blog impressively?
5. How do you publish a Blog?

II. Answer the following in about 200 to 250 words each:

1. How does the personal perspective of the Blog Writer influence the Reader?
2. Give some reasons why Blogging is good to reach out to the wide world.
3. Explain how to start a Blog.
4. Name some guidelines that have to be followed while writing a Blog.
5. Mention a few mistakes which can be avoided while writing an impressive Blog.

Module - 5
Profile for Social Media

Social profiles are a description of individuals' social characteristics that identify them on social media sites such as LinkedIn and Facebook. Profiles describe a number of characteristics about individuals, such as interests, expertise, professional affiliations, status, recent activity and geographic location. Profiles are the digital DNA of a person, and where tagging of people-related content will occur. A social profile also displays information that helps to understand the type and strength of an individual's relationships with others; for example, their level of participation and contribution in different initiatives, projects, communities, or conversations; their reputation among other participants, and so on. Creating a robust social profile allows individuals to be discovered by people who could benefit from an association with them. Companies are also beginning to experiment with social profiles as a means of reinforcing their organization's brand identity.

Social media profiles are the audience's first impression of you and your brand. If anything seems wrong, you face the possibility of driving away your potential followers—and customers.

Your bio should address the following information:

- Who you are
- Where you work
- What you do
- The topics that interest you
- Your brand's tone
- How someone can get in touch with you

Whether you are just trying to get more exposure online, connect with your fans or customers, or improve your online reputation- social networking profiles are the way to go.

Start thinking of each social media profile you create as a landing page for your brand. This landing page is possibly the first encounter that someone is going to have with your brand, and you will want that first impression to make the visitor interested to know more about you.

Here are the 10 elements you need to follow to create a successful social media profile.

1: Your display name

The name that displays on your social media profile should just be your name. Usually, that's the rule, but sometimes that doesn't make the most sense. On platforms like Twitter, where you don't have to use a real name, a pseudonym might make more sense.

For example, James Chartrand (an expert copywriter and web design service provider) isn't the real name of the woman behind (@men with pens), but that`s the name on her Twitter account. because that's how she's known in the industry.

2: Your username and URL

On most social networks, your username is included in your URL, and it's often different from your display name. Usually, you can't change your username, so choose it carefully.

It's usually best to just go with your name. But sometimes, if you're the face of your company, the company name might work better.

On Twitter, Brian Dean isn't @briandean but @backlinko, since that's the name of his company.

Finally, try to keep your username the same across platforms.

It can be confusing when this isn't the case, like Instagram being @yourname and Twitter being @yourcompany or @yourmiddlename.

3: Your profile pic

Should you go with a logo or a personal picture?

Of course, if it's for a personal account, you should almost always go with a profile picture.

What if it is for a company? It's a tough question, but it depends on your goals. If you run a smaller operation or are the face of your company, include a profile picture. This also applies to people that are brands themselves, like musicians, artists, or politicians.

But if you have a more recognizable brand or don't want your company to be associated with you specifically, go with the logo.

It's also a good idea to use the same (or at least a similar) photo across different social networks. That way you're easier to recognize on different platforms.

4: Your link

This varies from one social media network to the next, but be sure to seek out any opportunity to get your link on the main page of your social profile.

For example, you can add a link on the "front page" of your profiles on Twitter and LinkedIn.

Make sure that your link is in front and centre so that people can find it quickly and click through to your website.

Another good idea for your links is to create a social network-specific landing page so you can track which profiles are bringing your site the most traffic.

5: Your bio

Your main social profile bio is usually just a sentence or two about yourself or your business. Think of it as a perfect to create a great first impression and include keywords.

In a few words, what would you say about your business? It's also a good idea to use your bio to its fullest potential. Some sites, like Twitter, only let you write a short description.

But if you're on a platform like LinkedIn, your "summary" can have up to 2,000 characters. This is a huge opportunity to explain what you're all about.

To make this succeed, you'll want to add more than just a simple description of what you've done and your current projects. Instead, create a story with a basic call to action.

For example, you can tell how you started with the industry you're working in. What got you interested in it, and what makes you stick around and keep learning?

Finally, you can finish your bio with a simple call to action. This can be a link to a free report, an offer for someone to call you, or even a mission statement asking "will you join me?"

6: Your interests

Some profiles allow you to have additional extended information about yourself in the form of favourite books, television shows, movies, and so on. A lot of people skip over this, especially when it comes to business profiles, but that is a big mistake.

Look at these fields as an additional place to get some great value and connections. Find books, documentaries, and profiles of influential people in your industry and add those in these additional fields (assuming you enjoy them.

This adds credibility and a new level of connection you can build with people who are learning about you for the first time.

7: Your background or cover image

Different platforms have different requirements, but most social networks today have some way to add a larger image behind your main profile page.

Some users, especially on Twitter and LinkedIn, choose to use the default background image, but this is a mistake.

A customized background will allow you to share additional information and give personality to you or your brand.

Don't make it distracting or more important than your profile picture, but a great cover image can go a long way to personalizing your social page. On some platforms, like Facebook, this can even be a video. If you have the option (and decent video) this can be an even more engaging way to connect with others.

8: Your privacy settings

After you have your profile filled out and pictures uploaded you need to look at ‘privacy settings’. These vary from network to network, but you will want to make sure that the information you would like to be public is viewable.

Chances are, if this is a business-related profile, you’ll want almost everything to be public. But of course, if your profile is more personal, you may want to hide some things.

9: Your activity

Once your profile setup is complete, your on-going mission will be to maintain a healthy level of activity on your main social networks.

It’s not enough to leave a profile blank! You need to contribute to the platform and build connections. After all, that’s what they’re there for in the first place.

No matter what social network you’re on, the basic guidelines still apply. You’ll want to connect with friends and followers by asking questions and responding to comments.

Provide value by posting interesting ideas, or at least sharing interesting and relevant things you find.

And if you’re in any groups, become an active participant—be helpful, connect with others in the group, and share things the group will find interesting.

10: Your promotion

Finally, there is nothing like a little healthy promotion of your social network profiles to help more people find and connect with you.

Be sure to add your social networking profile links to your website, email signature, and business card.

Also, don’t forget to interlink your profiles to each other. Many networks have places to include links to other networks, and you can and should use them whenever possible.

Stay connected, become an active member on the social network of your choice, and you’ll start acquiring a following.

Conclusion

If you’re getting started with social media marketing, the first step is to set up your accounts and profiles correctly.

If you’ve already been in the game for a while, it’s probably time to take a look at the profiles you set up.

Are there ways to improve what you already have online? Is the profile picture you uploaded last year still relevant? Does your bio or link need updating?
Since it'll be the first impression many people see, it's worth spending some time to improve your social media presence and make it compelling and interesting.

Twitter Profile
The best Twitter bios have one thing in common: They're original. That being said.
Twitter bios are where your brand gets to introduce itself, offer an elevator pitch, and set the mood—all in 160 characters or less.
Some brands can do this with a single emoji. Others push it to the character limit.
Having a good Twitter bio matters. The words (or emoji's) you choose, and the order you put them in, communicates volumes about your brand, make sure you use the best words in the best order.
How to write a good Twitter bio?
Follow these tips to write clever and creative Twitter bios for yourself and your brand.

Introduce yourself
Say hello to prospective followers by telling them what you do. You may choose to add a brief description of your products or services, share important qualities about your brand, or tell people what to expect when they follow you.

Take your space
With a maximum of 160 characters, Twitter bios are brief. So, take all the space you need to convey essential information.

Leave disclaimers to the end
If you must include disclaimers like "Retweets ≠ endorsements," don't start with them. Use a catchy phrase, humour, or even an emoji to reel people in hook, line, and follower.

Show some personality
Be funny, be serious, be kind. Whatever your brand personality is, be sure to show it in your Twitter bio. Give people a taste of the flavour of your content.

Include the right keywords

Twitter bios are searchable. In other words, Twitter bios are indexed by search engines such as Google and Bing. So put your social- media-experiment SEO skills to work and optimize by including relevant keywords.

Call followers to action

Want followers to tweet with a certain hashtag, visit a specific website, or sign up for a particular newsletter? Then be sure to include a call-to-action in your Twitter bio.

Link other accounts

If your brand has multiple Twitter accounts, it may be worthwhile to include something like a directory so they know where to find them. That may be especially true if customer service is a core pillar of your brand's presence on Twitter.

Throw in an emoji

How does the saying go? An emoji is worth a thousand words? Okay, not exactly. But emoji's can help convey more within the bio's limited character space. And they can add a splash of colour and character to your bio.

Hashtag

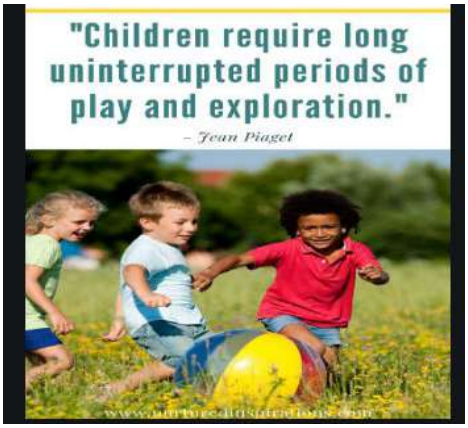
It is found that when it comes to Twitter bios, the number of followers decreases as the number of hashtags increase. Hashtagging keywords tend to look spammy (junk) so stick with a brand or campaign hashtag.

Assignment:

Answer the following:

1. What is a social profile?
2. Why is it important to have a good social profile or a bio?
3. Where are the different platforms for social media profiles?
4. Write a short Twitter bio for your brand.
5. Write a professional LinkedIn profile.
6. Write a short bio for Facebook.

Module - 6
Caption Writing, Twitter & Hashtag



A caption is a title or an explanation for a visual. There are a few captions with pictures. The moment we look at it we realise that the picture gets an enhanced meaning because of the words, mentioned against each of them. Words or short sentences effectively used to describe a **Picture** or an **Illustration** is called as a **Caption**.
The reader will be able to relate to the Picture or the Illustration along with a Caption in relation to the description which follows it. In fact, Picture makes an effective impression in the mind of a reader when it goes along with a Caption.

Writing a caption requires creativity. A person who writes a Caption must have certain facts in mind and before attaching a caption to the Picture or the illustration one must analyse the following:

- Whether the picture is a recent one or the old one? (with the advent of the Social Media old Pictures would have already been circulated and many people would have used it and forwarded it several times with several captions attached to it)
- Who has taken the Picture and Why it was taken?
- What is the intent of the picture in relation to the description which follows the same?
- What is the Purpose of the Picture and what impact it will have on the mind of the reader?

After analysing the above-mentioned facts one can attach a catchy Caption. The News which follows the Picture and Caption must be related, otherwise it fails to create an impact. Then combine the analysis, Picture and Caption into a single Paragraph to make the News impressive.

Things to Remember while writing a Caption:

A poorly executed caption can destroy the message of a photo. The reader/viewer expects accurate, complete, and informative content, including captions. Hence while writing a caption certain guidelines have to be considered.

The person who writes a Caption should not hurry on writing whatever comes to the mind. One has to take time and write an impressive and attractive caption, because most of the readers are not going to read the entire story or the description about the Picture provided.

Caption should be written using Present Tense in the first sentence to describe what's going on in the Picture unless it is an old Picture and in the second sentence past tense can be used to express the context in which the photo was taken and why it is considered important.

Caption may not always be written for the News Paper. Virtual world is becoming very popular. Hence caption can be written for E-News Clips, TV News Channels, Social Media or to create general awareness among the people about what is going on around them. Hence the one who writes the Caption must be aware of the Picture to which a Caption is written.

Caption should not begin with the name of a Person or an Organisation. It is better to avoid such things and write creatively in the description which follows the Photograph.

Let each Caption be unique and different. This creates interest in the reader. Further this also enhances the interest created by the writer who has written innovative Caption to each picture.

Caption writer must not be judgemental and should not write Captions based on controversy which is going on. One should be extra careful not to instigate communal conflict based on the differences or among different caste, creed or race.

Caption writing is an art. One can develop this art when one starts writing it regularly.

Assignment:

I. Answer the following questions in a sentence or two:

1. What is a Caption?
2. What makes a bad Caption?
3. Name some of the Platforms on which Captions are written.
4. Mention one or two hints to create an interesting Caption
5. Give any two facts to be kept in mind while writing a Caption.

II Answer the following in about a paragraph each:

1. Elaborate on the dos' and don'ts while writing a good Caption.
2. Mention the essential facts a Caption writer has to have in his mind while writing a Caption.
3. Write creative Captions for the following Pictures:

Twitter and Hashtag

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read them. Twitter through its website interface, through Short Message Service or its mobile-device application software ("app").**Twitter, Inc.** is based in San Francisco, California, and has more than 25 offices around the world Tweets were originally restricted to 140 characters, but was doubled to 280 for non-Asian languages in November 2017

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, launched in July of that year. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet" As of 2018, Twitter had more than 321 million monthly active users. (Courtesy Wikipedia)

Creating a Twitter Profile is very easy. One has to go to any search engines and type as Twitter. Then the first link leads you to register your bio or profile and simply follow the instructions. But one should understand the purpose behind creating a profile. One might have several reasons. It may for the Business, may be to be a part of any group or to follow personalities whom you like or dislike etc., The detail of the same is already discussed in detail in the previous module let us venture on how Twitter and Hashtags can be used effectively as social media tools.

Social Media has become an inevitable part of our life. One has to be updated and has to follow certain social media platforms to be connected with the outside world. During this process one should also be efficient in using Twitter and Hashtags.

Hashtags are the short links headed by the pound sign (#). This sign is an integral part of the modern communication on online platform. It is also equally important to know how to use them. On Twitter the pound sign which we call it as hashtag turns any word or group of words that follow into a searchable link. This allows the person who is tweeting to organise the content of the discussion topics based on the keywords. For example, if you want to post about feminine voice against sexual assault you can include #me too which had taken a huge wave around the world. You would be a part of the huge wave and your voice is heard along with others. You can also click on a hashtag to see all the posts related to the subject in real time.

Twitter: Twitter is the birthplace of modern hashtag usage — as such, its hashtags are more versatile than other sites' (see “Tone & Voice,” below). Twitter hashtags are mainly used to denote specific topics of conversation; the “Trends” sidebar of your Twitter feed curates a list of hashtags you might be interested in, based on your tweets.

When you search for a hashtag on Twitter, there are three ways to filter the results. The "Top" option displays the most relevant and popular posts, including those from users you don't follow. "All" shows you every tweet that uses the specific hashtag in real time, and "People you follow" will only display results from users you are following

Facebook: Facebook only recently added hashtag support in June 2013, and the practice has not picked up much steam. Nevertheless, clicking on Facebook hashtags will take you to a list of posts containing the same hashtag. The results are not limited to people you know.

Instagram: Hashtags can be used to complement photos shared on Instagram and help you discover new accounts and pick up followers. Some hashtags were created specifically for Instagram photo challenges — #ThrowbackThursday, for example, encourages users to post retro photos.

Google+: When you click on a hashtag in Google+, the search results will include the original hashtag as well as posts with similar tags and keywords. Google search results display on the left side of the page, while hashtag results from within Google+ appear on the right. Google also gives you the option to search within Facebook or Twitter.

Tumblr: Tumblr posts have a special “Tag” section where you can enter tags. These tags function like Twitter hashtags, organizing posts by topic, but the hash symbol is inserted automatically. Hashtags included in the main body of a post are not transformed into links.

Pinterest: Use Pinterest hashtags to mark and search for content. Click on the hashtag in a pin description to navigate results that contain the exact hashtag, plus pins with the same word or phrase in the description.

Hashtags.org tells which hashtags are trending in the world right now. This gives a lot of information across the world.

Create your own hashtag: If you want to create a special hashtag for an event or campaign, select one that hasn't been used before and remind everyone to use it in related tweets. Be sure to include the hashtag in any promotional materials. Make it informative but short

Twitter hashtags can help you craft your voice while joining in a larger discussion. You can use multiple hashtags in one tweet

Three key tips to use hashtags in Twitter are:

Be specific: If you're using a hashtag to join a conversation, make sure the hashtag is specific and relevant to your topic. For ex: if you want your voice to be heard in #me too be specific.

Keep it simple: Hashtags, like links, look like spam if they are used too often. Three hashtags should be the maximum on Twitter and Facebook, but you can get away with more hashtags on Instagram

Give context: A tweet that contains only hashtags is not only confusing — it's boring. Attach hashtags for the events, business, to be part of the social movement etc.

Remember, your hashtag's visibility will depend on your privacy settings. If your Twitter account is private, only those authorized to see your tweets will have access to your hashtags. If you are using hashtags to increase your brand's exposure, make sure your tweets are set to Public

Assignment:

I. Answer the following questions in a sentence or two:

1. How many characters can a registered Twitter user can use to Tweet?
2. In which year did Twitter start working?
3. What is a Hashtag?
4. Give two tips for the effective use of Hashtags.
5. Mention two ways in which you can connect to the outside world with Hashtags.

II. Answer the following in about a paragraph each:

1. Explain the method of opening a Twitter account.
2. Describe the use of Hashtag with various Internet platforms.

Module - 7

Copy Editing and Proof Reading

"The first draft is black and white. Editing gives the story colour".

Emma Hill

Writing is a creative process, ideas flow in the form of words; words combine into sentences and sentences into paragraphs. Many times a writer pens more than she/he had imagined at the start. In the process of writing one can commit lexical, semantic and syntactic errors. The written document has to be read and reread to rectify the errors. The process of re-reading and incorporating corrections is called editing and proof reading. Editing and proof reading are different jobs and are designed for different stages of the revision process. Proof reading and editing are quite often, and mistakenly, used interchangeably. Both are unique in application and execution; they are equally important to one's success as a writer. Editing provides an opportunity to make your writing better, while proof reading is a final check to ensure perfection before submission or publication. The main purpose of editing and proof reading is to ensure that the writing has achieved its intended goal, whether to entertain, inform or persuade.

Copy Editing

Copy editing is the stage in which a piece of writing, the "copy," is reviewed and edited to improve its readability. Copy editing is a process that makes sure that the text is correct in terms of spelling, grammar, jargon, punctuation, terminology and formatting. Copy editing also ensures that the information is lucid, coherent and also checking for discrepancies with regard to factual information stated in the document. Copy editors ensure the style of writing is consistent, and that the text flows organically from one sentence to the next. A copy editor may also rewrite, to fix problems with transition, wordiness, jargon, reorganization of passages, tweaking of style and voice. At times s/he rewrites to ensure the style of the piece fits with the intent of writing. This work is also known as revision. Copy editors may also be responsible for adding headers, headlines, footnotes and photo-captions. Copy editors are also referred to as sub-editors in the magazine and newspaper industry.

Copy editors can be found in publishing houses, at copy desks for news organizations, or are often freelancers.

Copy editing is a responsible job requiring a set of specialized skills. A copy editor has to have the following skills and has to make a keen observation of the below mentioned aspects:

- Good command of the language
- Ability to identify factual errors
- Eye for detail

- Critical thinking skills to see inconsistencies in the work
- Excellent interpersonal skills so that they can communicate effectively with publishers and other editors.
- Check if proper words have been chosen to express the ideas
- Note the voice that is used in the text. Has passive voice been used or active voice? Active voice is not always appropriate, but writing that is too passive does not make for compelling reading.
- Is the tone appropriate for the audience?
- Is the text verbose? Using redundant, informal and frivolous words is a common trait in many writers.
- Has gender appropriate language been used?

Steps to be followed by a Copy Editor

- Give the text an initial read-through. The first time you read should be about getting the big picture of the text and to familiarize you with the text.
- Read it again and make a plan. After you've completed your initial reading of the text, go back and read it again with a few questions in mind: Is the writing conveying the author's intent? Are the sentences arranged logically? Does the piece maintain its voice and style throughout? Are there any factual or detail inconsistencies? Do the ideas flow smoothly from one paragraph to the next? Make a list of points you plan to address.
- Go line-by-line. Once you've analyzed the writing and formulated your plan of editing, start at the beginning again. This time, work your way through each sentence, implementing any line edits or suggestions as you see fit.
- Format the text. Ensure it complies with the standard formatting.
- Do a final read. Be sure to check your own work. It is important that the editing has improved the readability of the writing, not complicated it.

Sample

Before Editing

The priest says 'Amen' and makes the sign of the cross. The caskets are lowered into the ground and several people of First Nation's ancestry drop flowers on the caskets while saying something in their native language. They pass by Mathias giving their condolences. Soon, only Mathias and the Asian woman are present in the grave yard. "What is going to happen to me now Susan," says Mathias? "Being your Sufi, I don't think I deserve to be on a first name basis." A warm smile breaks the impassable face as she tidies his hair with one hand. "Why don't you call me Aunty

now…I will take care you…when you are ready…" She releases his hand and starts walking alongside the steal pointed fence to the entrance of the graveyard. At the entrance she closes her umbrella. The trees overhead rustle with the wind. She waits for him. At a nearby grave, a raven lands on a Celtic cross, dropping a piece of paper before it. Mathias gives it a momentary glance and looks down at the caskets again. He wipes the tears from his eyes with the sleeves of his black suit.

The black raven flies from his perch, snaps up two roses from a bouquet of flowers and drops them on the caskets. It lands opposite to him.

"You don't think they are telling the truth either do you."

The raven flies back to the Celtic cross, picks up the paper with its beak and flies back to Mathias dropping the piece of paper into his waiting hands. It is an advertisement for discovering past lives through a psychic.

"You think there is more to the lives of my parents than what they told me? Thanks, but I already knew that little one." He folds the pamphlet and puts it into his pocket. For the last time, he looks at their caskets, slowly, at first with a few tentative steps, he starts walking away from their graves. After several steps, he looks back to the raven and says, "Goodbye for now."

After Editing

The priest says "amen" and makes the sign of the cross. The caskets are lowered into the ground, and several people of First Nations ancestry drop flowers on top of them while muttering something in their native language. They pass by Mathias, giving their condolences. Soon, only Mathias and the Asian woman are left in the graveyard. She reaches for his hand and protectively holds it in hers.

"What's going to happen to me now, Susan?" he asks.

"Since I'm your Sufi, I don't think I deserve to be on a first-name basis." A warm smile finally breaks the impassable face as she tidies his hair with her other hand. "Why don't you call me Auntie now? I will take care of you . . . when you're ready." She releases his hand and walks alongside the wrought-iron fence to the entrance of the graveyard. There, she closes her umbrella. The trees overhead rustle with the wind. She waits for him.

At a nearby grave, a raven lands on a Celtic cross, dropping a piece of paper before it. Mathias gives it a momentary glance and looks down at the caskets again. He wipes the tears from his eyes with the sleeves of his black suit.

The raven flies from its perch, snaps up two roses from a bouquet of flowers, and drops them on the caskets. It lands opposite to him.

"You don't think they're telling the truth either, do you?" he says to the bird.

The raven flies back to the Celtic cross, picks up the scrap of paper with its beak, and swoops over to Mathias, dropping the paper into his waiting hands. It is an advertisement for discovering past lives through a psychic.

He looks up and speaks to the bird again. "You think there's more to the lives of my parents than what they told me? Thanks, but I already knew that, little one." He folds the leaflet and puts it into his pocket. For the last time, he looks at their caskets, then with a few tentative steps, he walks away from their graves. After several steps, he glances back at the raven and says, "Good-bye for now."

Proof Reading

Proof reading is the process of correcting surface errors in writing, such as grammatical, spelling, punctuation and other language mistakes. When the written material is nearly a finished product, i.e. it has been edited, laid out, and designed, the proof-reader searches for typographical errors. The proof-reader works with a facsimile of a finished product, or a proof (hence the term proofreading). Proof-readers don't suggest major changes to the text; rather, they look for minor text and formatting errors and confirm that the material is ready for publication.

Proof reading is important because any writing intended for publication—whether an academic article, book or business document—must communicate its message in the clearest possible way. For writing to be clear, there must be no spelling, grammar or punctuation errors, or inconsistency in language, as these can undermine the impact of the writing and the credibility of the writer.

A proof-reader's role is to observe and identify the following:

- Are there any spelling errors?

- Are full stops, commas, colons, semicolons, etc., used correctly?
- Are there any double spaces, particularly after full stops?
- Have words that sound like one another but have different meanings been used correctly?
- Have quotation marks and apostrophes been used appropriately?

Process of proof reading:

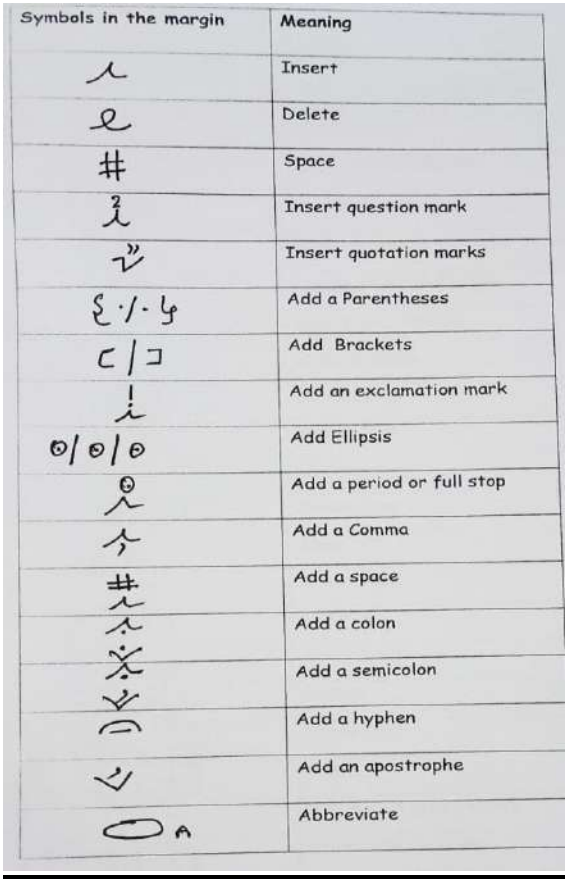
- Don't rely entirely on spelling checkers as they are not foolproof. Spell checkers have a limited dictionary, so some words that show up as misspelled may really just not be in their memory. In addition, spell checkers will not catch misspellings that form another valid word. Read the paper backwards. This technique is helpful for checking spelling. Start with the last word on the last page and work your way back to the beginning, reading each word separately. Because content, punctuation, and grammar won't make any sense, your focus will be entirely on the spelling of each word.
- Problems with grammar checkers. These programs work with a limited number of rules, so they can't identify every error and often make mistakes. They also fail to give thorough explanations to help one understand why a sentence should be revised.
- Proofread for only one kind of error at a time. If you try to identify and revise too many things at once, you risk losing focus, and your proofreading will be less effective. It's easier to catch grammar errors if you aren't checking punctuation and spelling at the same time.
- Read slowly, and read every word. Try reading out loud, which forces you to say each word and also lets you hear how the words sound together. When you read silently or too quickly, you may skip over errors or make unconscious corrections.
- Separate the text into individual sentences. Then read each sentence separately, looking for grammar, punctuation, or spelling errors. If you're working with a printed copy, try using a ruler or a piece of paper to isolate the line you're working on. This technique helps you to read every sentence carefully.
- Circle every punctuation mark. As you circle, ask yourself if the punctuation is correct.
- You can also read backwards sentence by sentence to check grammar; this will help you avoid becoming distracted by content issues.

Difference between Copy Editors and Proof readers

Copy editors and proof readers have many overlapping responsibilities, but the purpose and intent of their jobs are different:

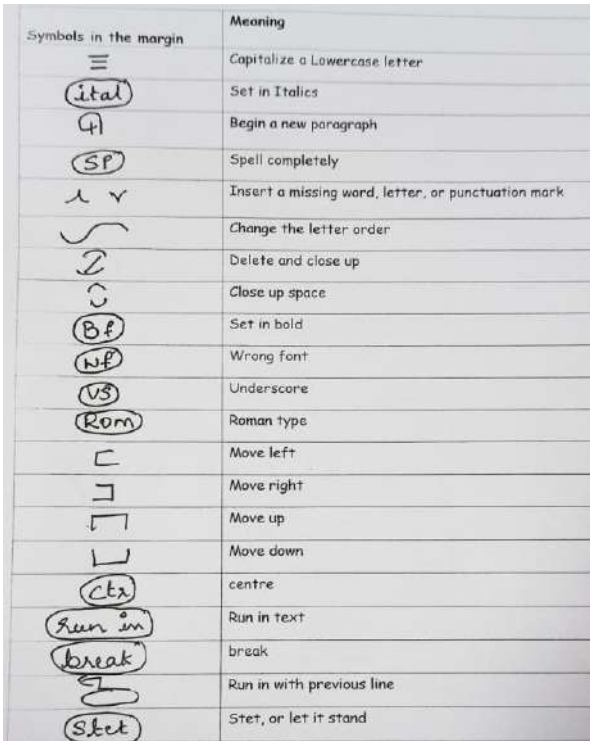
- Copy editors make sure the organization and word usage stay as clear and understandable as possible. A copy editor works to ensure the reader will not get lost in extraneous detail, or bogged down by poorly-structured phrases. A copy editing job may also involve research of a written topic, and the vetting of sources.
- Proof-readers have a slightly more basic role. They're the real spell checkers, combing for typos and any other aesthetic issues, like misplaced word breaks or missing pages. Proofreading is the final step of a text where any remaining fine-tuning is given before publishing.

Proofing Symbols



Symbols in the margin	Meaning
	Insert
	Delete
	Space
	Insert question mark
	Insert quotation marks
	Add a Parentheses
	Add Brackets
	Add an exclamation mark
	Add Ellipsis
	Add a period or full stop
	Add a Comma
	Add a space
	Add a colon
	Add a semicolon
	Add a hyphen
	Add an apostrophe
	Abbreviate

Editing Symbols



Symbols in the margin	Meaning
≡	Capitalize a Lowercase letter
ital	Set in Italics
¶	Begin a new paragraph
SP	Spell completely
^	Insert a missing word, letter, or punctuation mark
⌒	Change the letter order
⌒	Delete and close up
⌒	Close up space
Bf	Set in bold
Wf	Wrong font
US	Underscore
Rom	Roman type
⊏	Move left
⊐	Move right
⊓	Move up
⊔	Move down
Ctr	centre
Run in	Run in text
break	break
⌒	Run in with previous line
Stet	Stet, or let it stand

Assignment:

1. Proofread the following school announcement for errors in punctuation and capitalization. Use the proofreading symbols to correct the mistakes.

INTERNATIONAL CELEBRATION

Parents and Friends of briarcliff middle school, we cordially invite you to celebrate our Third Annual International Dinner on march 15 1997? This celebration of our Cultural Diversity involves an entire week to honor our heritage from many lands many backgrounds and many languages!

Last year when the PTA led us in a festival of redecoration we hung flags and banners from twenty one different countries, many classes decorated flags to honor countries they had studied. Families also sponsored or purchased flags to honor their home-lands, and their new school. In almost every

class students learned interesting facts about each country, and studied the language of a particular country.

For this years week long celebration we invite parents and friends to participate in one of the following ways teach a craft, cook a special dish, share or teach a dance, or speak to individual classes about your homeland If you are interested in helping please contact Marilyn Van derber at (440) 741-1234 after 700 P.M.

Join us for our Third Annual International Dinner on March 15 1997 at 6:00 P.M. in the Briarcliff Middle School Cafeteria. Families should bring dishes from their homelands. The pta will provide the soft drinks and paper products. Our keynote speaker will be the well known storyteller Carmen Fiedlo. For reservations please call Dr Theodore Washburn at (440) 741-7890 before March 10, 1997.

2. Correct the errors in spelling, capitalization, punctuation, subject-verb agreement sentence fragments, run-on sentences, dangling and misplaced modifiers, and double negatives.

"The Day of the Bubbles."

when my brother edward were a young boy only about four he folowed my Mom around as she did her work We lived in a two story house with a full basement in the basement was the washing machine and a large play area. My brother would play while my mom worked with his train and other toys.

One day while she was doing the laundrey and working on supper upstairs my bother obvoiusly became borred and wanted to try something knew? He got the box of detergeant and was going to use it for who know what! it spiled and there were detergeant all over the floor.

Seeing the mess and not wanting to get into treble. My brother naturelly did what any four-year old would do. He tryed to cover it up but it was a large spill, he look for the broom but it was not in sight. What he did see was the hose that my mom used to scrubb the floor of the basment? Now my brother had wached my mom do this many times. So he decided he wanted to wash the floor he got the hose and turned on the water.

Unfortunately, he turned on the water full blast and there write before his eyes a mound of sope bubbles began to form. Wow he said. This is great—bubbles, just like in the bathtub, but no bath.

1. Edit/ Proof read the following:

A. Thanks for your inquiry about the pare of read shoes featured in our catalog. The shoes are died to match the dress that is shown on the same page. Many people order both and like to ware them together. The shoes are on sail. If you'd like to by this item, you must first pay the balance on your overdo account. We are not aloud to ship you knew merchandise until you pay your passed do bill.

B. Everyday Laura makes sure she don't oversleep. She aren't want to be late for work. In the office she doesn't waste time. She often works overtime. Laura's colleagues isn't as hardworking as she is. Most of them doesn't think she is doing the right thing. They feel she doesn't knows how to enjoy life. Laura's parents also want her to slow down. They think it aren't wise to work such long hours. However, Laura doesn't willing to change her ways.

C. Hubballi:belgaum which renamed as Belagavi is not only popular for border dispute and Kunda andall also but known as base for traditional games such as Kho-kho and Kabadd of them the Kabaddi got rebirth due to Pro-Kabaddi tournament with some modified game patterns according to current days. But Kho-kho which is largely played at rural areas is now, becoming history. Kadoli village in Belagavi taluk, which is 10 kms away from Belagavi town, was known for Kho-kho games. Here from over the decades many people use to play Kho-kho, here except Kho-kho no other game was used to play.

   The game got new pace in the year Nineteen eighty four when Sujay Kumar, NIS coach came to Kadoli Kreeda Kendra as coach for Kho-kho. Since then more than 35 to 40 PEOPLE living here with national awards. At one time Karnataka Kho-kho team used to Dominated by kadoli players with 7 to 8 members. Currently three women players of Kho-kho are working in police department. Shanta Gadakari, Vandana Patil are recipient of Eklavya, award by government of Karnataka and other national awards.

D. with fear of devil in my mind from childhood I am scared, I used go to school and comeback to home with running only, the school was nearly a kilometre away from home in thick forest" said Kamala siddi; an International athlete from Siddi community.
   Till 4th standard studied in school at Manchikeri village of yallapur taluk As my home was in Chikotti village in the thick forest I was always scared of devil, about which in our village people used to speak frequently. With scare in mind, not a day I gone to school by walk easily, always used to run speedily to school and comeback to home from there, she added.

The Union sports ministry, under Margaret Alva, had started a scheme of Special Area Games in the 1980s and 1990s which discovered talents like us in various parts of the country. Siddis were the first to be ousted from the project.

"I was selected for Sag scheme in second batch, even I was attended for the selection in first batch but failed, later when I saw first batch guys who attended training in Delhi and comeback to home in trousers, decided to get selected for SAG scheme, and without informing parents, who were opposing on that movement to send me to town as I am lonely daughter, attended the selection and got selected in 1988 and from then till 1997 I never looked back".

After getting selected for 45 days trained in delhi, where we heard and gone through with many things such as shoes, jersey, and many more things used for sports, and also find bit difficulty in speaking and understanding language.From Delhi we have been sent to Bengaluru, where we were trained by Ravanan and Purshottam Rai "they were like parents",In 1991 Kamala begin her journey in athletic field and took part in Junior Nationals games and at first appearance she bagged first place in high jump and long jump. From then she participated in National and International games and achieved success, at Bangladesh, Singapore, USA, Melbourne in Australia, Bhopal, Jamashedpur, Trivendrum and at many places.

Answering on a query she refused to coment on discrimination, and said "faced many things in life of sports, if I would have got pass port timely, I would have been olympian in 1992. don't want to tell more than this".

What went wrong I don't understand still that government dropped the scheme of coaching for siddi's, said Kamala Siddi, chief office superintendent for electricity section in South Western Railway (SWR).

Model Question Paper
Paper VI: New Media Writing

Max.Marks:70 **Time: 3 Hours**

Section – A

I. Answer any <u>five</u> of the following questions in one or two sentences each: (2x5=10)

1. What are the drawbacks of social media?
2. What is technical writing?
3. What is a progress report?
4. Mention any two reasons why a Blog is written?
5. Mention four platforms for which social media profiles are to be written.
6. What makes a bad Caption?
7. What is a hashtag?

II. Answer any three of following questions in about 200 words. (3X5=15)

1. Give some reasons why Blogging is good to reach out to the wide world.
2. Write a short Twitter bio for your brand.
3. Mention the essential facts a Caption writer has to have in his mind while writing a Caption.
4. Give two tips for the effective use of Hashtags.
5. Define the process of proof reading.

III. You are the convener of the marathon on Save Environment organized by your company. Prepare an event report in the required format**.** **10**

IV. Develop a technical document describing the process of creating a blog. **10**

V. Read the following write up and write instruction for use for your users. **10**

A toaster is used to toast slices of bread. Today's fast paced life has made this simple gadget dear to an urban dweller. The traditional way of toasting was a very messy and cumbersome process one had to be in front of it so as to avoid burning of the slices of bread. A pop up toaster is a very simple gadget which can be used by any layperson. You have to begin by plugging the gadget to a socket and then switching it on. Once you see that the power is on you will have to place the slices in the place / slots provided. The space is on top of the toaster. The desired wellness can be got by adjusting the knob or lever. Once the slices are toasted they will pop up automatically. You will have to remove the slices by pulling it up. The toaster should be placed in a very careful manner. You should not place it on an uneven or cluttered place. There may come a time when the bread gets stuck inside the toaster. You then have to remove the plug from the socket and turn the toaster upside down and shake it. You will cause damage to the toaster if sharp metal objects are inserted into the heating element. If you are not using the toaster, then unplug it.

VI. Proofread the following school announcement for errors in punctuation and capitalization. Use the proofreading symbols to correct the mistakes. **5**

Everyone loves a snack once in a while here is a recipe for making your own healthful snack first cut an apple in half and clean out the core next place some raisins in each half of the apple then sprinkle some cinnamon over the raisins place the apple halves on a cookie sheet and bake them in an oven for 20 minutes at 300 degrees finally remove the apple halves from the oven and let them cool a little then dig in.

VII. Edit the following passage. **5**

Apple has trailed Samsung in the category for three quarters but record sales in the last quarter appear to have tipped the balance for the Tim Cook-led company.

"Apple initially faltered in their sales of new iPhones during the first month of launch due to the high price," said the chief of a leading cell phone retail chain. But it recovered by introducing discounts and buyback offers, he said. Samsung countered with promotions.

"It was almost neck and neck in the latter part of the quarter," he said. Tarun Pathak, senior analyst with Counterpoint, backed this view. "Aggressive marketing campaign during Diwali helped it gain momentum and leapfrog Samsung," he said, adding that by value, Apple had captured 58% of the premium segment followed by Samsung at 36%.

VIII. Create your profile for a social media platform. **5**

Question Paper Pattern for Practicals

Paper 6: New Media Writing

Time: 2 Hours **Max. Marks: 50 (35+15)**

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

1. Write a Blog on any one of the given topics. (2 topics to be given) **10**
2. Write a caption for the given picture. **5**
3. Develop and Present a social media campaign. **20**

(Developing a social media campaign on any issue or cause using any one social media platform. Campaign to be done for a month**.** #Presentation and Viva **10+10**)