MASS MEDIA

Skill Manual
Class 7

The Palace School, Jaipur
Mass Media Grade VII

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FOREWORD

As we are all aware, the *National Education Policy 2020* has clearly stated that there should be "no hard separation" between curricular, co-curricular and extra-curricular or academic and vocational skills, physical education, art, etc. It is felt that mainstreaming all forms of learning and skill development will incorporate not only the hands-on skilling component but also the theoretical component and the theoretical knowledge, attitudes, mindsets, and soft skills that are required for particular occupations through a broad-based education that is necessary for students to be able to take on and thrive in a fast-changing world.

To keep pace with the objective of "no hard separation," C.B.S.E. has decided to offer students the option of selecting a short-term module on *Mass Media*, at a stage in their early academic career (either at Class VI, VII or VIII). In this way, they will be able to spend relevant time pursuing this choice as per convenience of the school. This would give them the necessary orientation early on, so that they will be able to make a choice at a later stage about pursuing skill courses at the secondary and senior secondary levels or choosing a higher vocational degree. In today's world, the children who are constantly bombarded with a variety of media interfaces are striving to understand the nuances of the various forms of media, and the ever-changing landscape of mass communication. They need to be both wise consumers and responsible creators of media messages. It is important that they develop media and literacy competencies that will enable them to "read," "understand," and "create" the various types of information through different forms of media.

Through the various chapters of this book, children will be introduced to the concept of media literacy, learn why it is important in today's time, and will understand how media and society influence each other. Important aspects like team work and writing skills are also covered, which would help them become responsible content creators and content consumers. Since this is the time when students start thinking about their career path, efforts have been made to introduce them to the various career options in media. This book is the need of the hour, as well as an attempt to implement what is mentioned in *National Education Policy 2020*, i.e. emphasis on the development of the creative potential of each student.

C.B.S.E. has been consistently expanding its horizons for imparting value-based education. Equivalently, the *Princess Diya Kumari Foundation* has also been instrumental in developing social entrepreneurship by training hundreds of women in various income generation skills, forming self-help groups and connecting them to various government schemes. We would like to express our heartfelt congratulations to the *President - Princess Diya Kumari Foundation,* Princess Diya Kumari Ji for working tirelessly with a holistic vision for the future & Principal, Ms Urvashi Warman along with her team for conceptualising and creating this manual. The success of this project lies in the implementation of the same, and we are optimistic that no stone will be left unturned in its execution.

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Unit 1 : Origin of Mass Communication

Unit 1 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Origin of Mass Communication ● 1.1-Invention of paper and printing ● 1.2-Invention of radio andtelevision ● 1.3-Different forms of mass media - Wireless communication ,Photography, Newspapers & Newmedia.	● To enable students to trace thehistory of early printing. ● To enable students to understandthe evolution of newspaper in India. ● To enable students to understandthe history/invention of radio , telegraph and television. ● To enable students to explain themeaning of telegraph and photography ● To enable students to explore thescope and importance of photography. ● To enable students to compare and contrast between new media and other mediums of communication.	Students will be able to creatively design their own newspaper. Students will be able to analyse the ideology andpurpose of various radiochannels.

ORIGIN OF MASS COMMUNICATION

The origin of mass communication can be understood as the development of technological innovations and systems that allow for the large-scale dissemination of information and ideas. The invention of the printing press in the 15th century was a crucial step in the development of mass communication, enabling the widespread distribution of written information for the first time. Subsequent innovations such as the telegraph, telephone, radio, television, and the internet have continued to expand the reach and impact of mass communication, enabling people to share and access information and entertainment on a global scale. This evolution of mass communication has had a profound impact on society and has changed the way we interact and exchange information.

Various types of Mass Media

Mass media refers to the various channels or platforms through which information and content are delivered to a large audience. Some of the main types of mass media are:

1. Television: Television delivers audio-visual content through cable, satellite, or broadcast signals to viewers.

2. Radio: Radio transmits audio content through the airwaves to listeners through AM, FM, and satellite radio.

3. Print media: Print media includes newspapers, magazines, journals, and books that are published in print or online.

4. Film: Film encompasses movies, documentaries, and other video content that is shown in cinemas or through broadcast and streaming services.

5. Internet: The internet includes websites, social media platforms, and online forums that allow for the distribution of information and content through the World Wide Web.

6. Outdoor media: Outdoor media refers to advertising materials that are placed outdoors, such as billboards, posters, and banners.

7. Music: Music encompasses recordings, concerts, and live performances that are distributed through various platforms, including radio, television, streaming services, and live events.

Invention of paper and printing

PAPER

The invention of paper is widely attributed to the Chinese, who are said to have first produced paper made from rags and fibers around the 2nd century BC. This early paper was used primarily for writing and calligraphy, and its invention marked a significant step forward in the development of written communication. The word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt. The knowledge of papermaking eventually spread beyond China, and the use of paper became widespread throughout the world. Today, paper is a staple material in many aspects of modern life, used for everything from printing books and newspapers to making packaging and other products.

Papyrus Plant
https://stock.adobe.com/search/images?k=papyrus%20plant

The invention of paper was a turning point in communication. Before the invention of paper, writing was done on rocks, leather, palm leaves etc.

PRINTING

The invention of printing is often credited to Johannes Gutenberg, a German goldsmith and inventor who lived in the mid-15th century. According to historical records, Gutenberg developed a printing press using movable type made of metal, which allowed for the mass production of written information for the first time. This invention revolutionized the way books and other printed materials were produced and paved the way for the widespread dissemination of written information. The impact of the printing press was far-reaching and transformative, facilitating the exchange of ideas and knowledge on a large scale and playing a key role in the development of modern mass communication.

Johannes Gutenberg
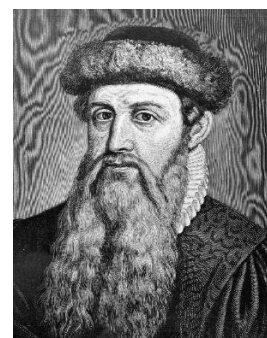
https://en.wikipedia.org/wiki/Johannes_Gutenberg

The printing process that Gutenberg developed later underwent much changes and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations.

https://www.magellantv.com/articles/from-chinese-origins-to-gutenbergs-bible-how-the-invention-of-the-printing-press-changed-the-world
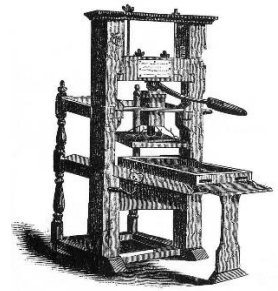
First Printing Press
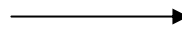
Activities

Q1-Visit a newspaper printing press and understand how newspapers are made along with this observe the various sizes of newspapers.

Invention of Radio and Television

RADIO

The invention of radio is credited to Italian physicist and inventor Guglielmo Marconi, who is considered the father of radio communication. In 1895, Marconi successfully transmitted a radio signal over a distance of one and a half miles, marking the first successful demonstration of radio communication. Over the next several years, Marconi continued to improve his radio technology and expanded its range, eventually transmitting a radio signal across the Atlantic Ocean in 1901. The commercialization of radio began in the early 20th century, with the establishment of broadcast radio stations that transmitted music, news, and other information to a large audience. Radio quickly became a popular means of communication and entertainment, and played a key role in the development of modern mass media.

https://www.elon.edu/u/imagining/time-capsule/150-years/back-1890-1930/

https://en.wikipedia.org/wiki/Guglielmo_Marconi
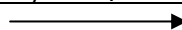
Guglielmo Marconi

Activities

Q1-Tune into your favorite radio station and listen to the show over a period of two or three days. Make a list of the shows. Observe if they were a source of information/entertainment/education.

Q2-Which is your favorite FM channel? Make a list of programs that you listen on this channel.

TELEVISION

The invention of television is a complex and multi-faceted process, involving many contributors and several key technological innovations over several decades. However, the modern television as we know it today is largely the result of the work of two inventors: John Logie Baird, a Scottish engineer who demonstrated the first television system in 1926, and

Philo Farnsworth, an American inventor who created the first all-electronic television system in 1927. Both Baird and Farnsworth made important contributions to the development of television technology, but it was the latter's all-

electronic system that became the basis for the modern television. Over the next several decades, television technology continued to evolve, with the introduction of color television, high-definition television, and other innovations that have made television one of the most widely used forms of mass media in the world today.
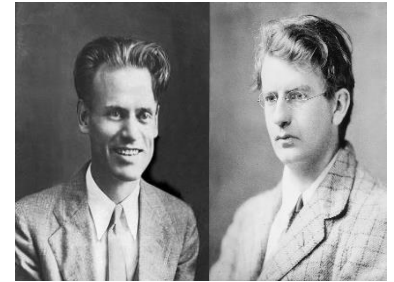
https://en.wikipedia.org/wiki/John_Logie_Baird#/media/File:John_Logie_Baird_in_1917.jpg

https://prabook.com/web/philo.farnsworth/3732245#gallery ⟶ **Left- Philo Farnsworth Right- John Baird**

DIFFERENT FORMS OF MASS MEDIA
WIRELESS COMMUNICATION

When we discussed the origin of mass communication two inventions were mentioned . The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on the international Morse Code was developed in 1851. Until, recently we had the electric telegraph of Morse to send messages across the continents. In course of time messages could be sent without using any wires or cables. The cell phone that we use today is a fine example of wireless communication.
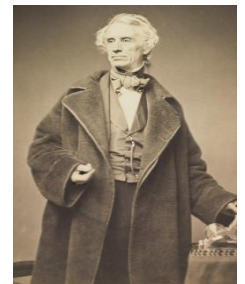
https://en.wikipedia.org/wiki/Samuel_Morse#/media/File:S amuel_Morse_with_his_Recorder_by_Brady,_1857.png ⟶ **Samuel Morse**

PHOTOGRAPHY

Photography was developed in the 19th century by two people from France, Nicephore Niepce and Louis- Jacques-Mande Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today has such digital cameras.
https://twitter.com/realprecinema/status/1427699097503404036

Nicephore Niepce and Louis- Jacques-Mande Daguerre.

NEWSPAPER

Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the

Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context.

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Ram mohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

NEW MEDIA

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the world wide web or internet has changed the way in which we communicate.

INTEXT QUESTIONS

Q1- Create a collage on any five forms of mass media.

Q2- Write five reasons why we communicate.

Q3-Who invented the following

1. Printing press   a) _____
2. Radio   b) _____
3. Television   c) _____
4. Wireless Communication d) _____
5. Telephone   e) _____

Q4-Choose the correct options (you can choose more than one option.)

A. Identify which of the following is not an example of mass media?

   a. Newspaper
   b. Telephone
   c. Films
   d. Telegraph

B. Identify the people from France who were responsible for development of photography in the 19 th century.

    a. Nicephore Niepce

    b. Guglielmo Marconi

    c. Louis- Jacques-Mande Daguerre

    d. Samuel Morse

Q5-Name the countries in which newspapers were first published in the 17th century.

Q7-In your opinion, which media form is most useful for you? Why?

Unit 2 : Introduction To Print Media

Unit 2 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Introduction to Print Media ● 2.1-Newspaper ● 2.2-Cultural awakening and freedom movement ● 2.3-Largest circulateddailies in India ● 2.4-Differences between print andelectronic media ● 2.5-Other Forms Of Print Media ● 2.6-Productions- Newspaper & Magazine Production.	● To enable students to differentiatebetween print and electronic media . ● To enable students to decide the ideal size of newspaper accordingto the needs of readers . ● To enable students to understand the significance of print media in cultural awakening and freedom movement. ● To enable students to list the largest circulated dailies in India.	● Students will getawareness about largest circulated dailies. ● The students will beable to explain the significance and contribution of print media in shaping modern India. ● Student will be enabled to learn theintricacies of networking of printmedia. ● Students will inculcate communication skills and enhancetheir creativity. ● Students will learn to build confidenceand will develop teamwork skills

Introduction to Print Media

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication.

NEWSPAPERS

Print media generally refers to newspapers as they collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called evening paper.

https://groupsorlink.com/rajasthan-newspaper-whatsapp-group-link/

Why do people read newspapers?

Reading newspaper is a good habit that can provide a great sense of educational value. Here are some of the benefits that you can get by reading daily newspapers:

• Newspapers carry the news of the world.

• Newspapers provide information and general knowledge.

• Newspapers provide news about a country's economic situation, sports, games, entertainment, trade and commerce.

• Reading newspaper makes a good habit and it is already part of the modern life. This habit will widen your outlook and will enrich your knowledge.

• Reading newspaper makes you well informed. It enables you to take part in every discussion pertaining to the world's current events.

• Reading newspapers will improve your knowledge in general and it will be easy for you to relate to other people who often talk about current events and politics.

• Through newspapers, you will have a clear idea and understanding of what is happening in your country and the whole world.

Activity

• Design your own newspaper by forming your own network of student reporters .

CULTURAL AWAKENING AND FREEDOM MOVEMENT

Towards the end of the 19th century, many social reformers began actively campaigning for radical changes in Indian society. The reformation of Hinduism, the move for abolition of sati and efforts to encourage widow remarriage were some of the major reforms. Inspired by these great leaders, many newspapers were started in different parts of the country. All this led to a boom in the newspaper industry in India.

Some of the leading English newspapers were also launched during this time. **The Times of India** (1861) was started as a paper supporting the British. Many of you might have heard about the famous novel **The Jungle Book**. Its author , Rudyard Kipling, started **The Pioneer** in 1866 from Allahabad. **The Amrita Bazar Patrika** (1868), **The Statesman** (1875), **The Hindu** (1887) and **The Tribune**(1880) were also started during this period. **The Hindustan Times** was started later, in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like **Malayala Manorama** (1888).

Activity

Q1-Make a collage on various dailies of India before and after independence, covering the freedom movement and social reforms.

Q2-Find out the newspapers published in your state between 1947 to 2000.

LARGEST CIRCULATED DAILIES

India has a live and active print media. India is known for its vastness of area, diversity of culture and multiplicity of languages which are spoken and written. India has 28 states and 8 union territories .Most of them have their own language. When India became Independent in 1947, there were only 3533 newspapers and periodicals. Among them 330 were newspapers and 3203 were other publications.

Can you guess how many newspapers in India have crossed 100 years of publication and are still in circulation?

There are 41 such newspapers in the country and are called centenarian newspapers. Among English dailies, four have crossed this mark: The Times of India, The Hindu, The Tribune and The Statesman. Among language newspapers, Mumbai Samachar, Amrita Bazar Patrika, Malayala Manorama and Deepika are among the centenarians.

You may be interested in knowing the latest circulation figures. For this, you may go through the following websites :

Registrar of Newspapers of India (RNI) http//rni.nic.in

Audit Bureau of Circulations (ABC) www.abc.org

Activity 2.2

• Find out world's top 5 largest circulated dailies. List out the following:

1. Country of Origin

2. Language

3. Average daily Print/ digital circulation

4. Average daily Readers

5. Average daily online unique visitors

DIFFERENCES BETWEEN PRINT MEDIA AND ELECTRONIC MEDIA

Basis For Comparision	**Print Media**	**Electronic media**
Meaning	Print Media, is a form of mass media, that deliver news and information through printed publications.	Electronic Media, refers to that form of mass media, which creates, delivers and accesses, news and information through electronic energy.
Literacy	One should be literate to read the information provided.	Literacy, is not the primary requirement, as anyone can watch and hear information provided.
Deadline	Deadline exist in relation to the collection of news.	No such deadline, as news can be updated anytime.
Live discussion	Not possible	Possible
Coverage	Comparatively less	More
Language	Reader-friendly	Viewer-friendly
Updation	Periodical	Frequent

Activity

• Collect pictures on various different kinds and forms of print and electronic media. Class discussion by peer teaching method.

OTHER FORMS OF PRINT MEDIA

Print media includes those means of communication which are controlled by space rather than time. It can be read at any available time and can be kept for record. Following are some popular forms of print media :

• Books- Comic Books , Magazines

• Brochures , leaflets , pamphlets

• Mailers (post cards, flyers etc)

• Billboards, signs, banners, vehicle wraps, posters, wall graphics, promotional items, and floor graphics.

• Fabrics (t-shirts , Promotional Printing etc)
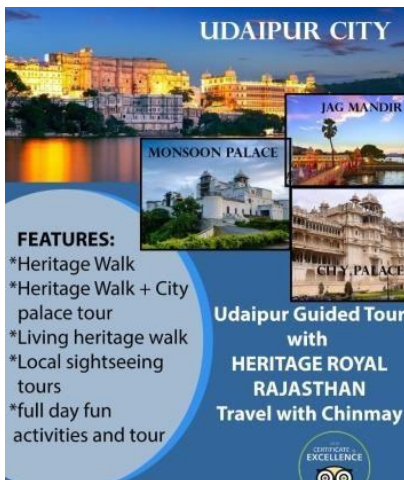
Brochures   **Magazines**   **Comic Books**
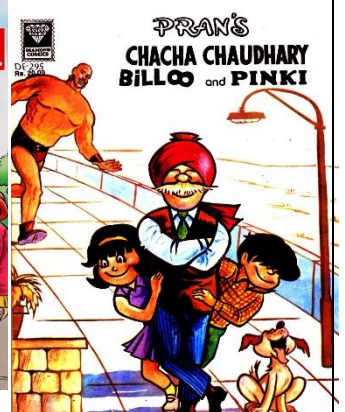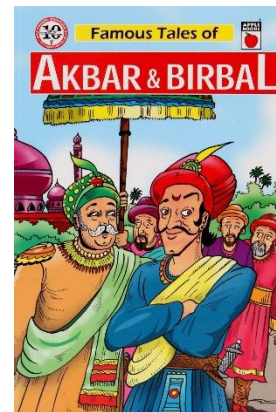
Billboard   **Books**   **Promotional fabric Printing**

Pic Credit : (909) Pinterest

https://pin.it/3KzoyGj

https://www.indiatoday.in/magazine/09-01-2023

https://www.caleidoscope.in/nostalgiphilia/10-indian-comics-grew-reading

https://twitter.com/makeinindia/status/697798695924797441

https://en.wikipedia.org/wiki/Book

https://www.visigraph.com/banners/preparing-your-design-for-fabric-banner-printing/

PRODUCTIONS – NEWSPAPER PRODUCTION

Newspaper production process is an act that starts from the gathering of news stories, articles, opinions, advertorials and advertisements to printing and folding of the hard copy. Usually, the news items are printed onto newsprint.

The whole production process can be divided into four parts:
1. Content gathering
2. Pre-press
3. Press
4. Post-press

The important difference between production process and manufacture is that-

1- Production process is the stage at which many taxes are levied and collected in almost all countries.
2- Manufacture is the stage at which the product becomes marketable and therefore the term also includes the stages of packaging and packing.

PRODUCTIONS – 5 STEPS OF MAGAZINE PRODUCTION

1. Define your objectives

- What do you want to achieve?
- Why have you decided to launch a printed custom magazine?
- How does your magazine content fit into your marketing strategy?

2. Define your target audience

Do research:

- What are your buyer personas?
- What are their sensitive points?
- How do you communicate with them?
- What do they read?
- Are they a homogenous group, or are there two or more very distinct groups within your target audience?

3. Define the main concept

- What content will be in your new printed custom magazine?
- What will be its main message?
- What underlying messages do you plan to communicate?
- It is stressed that the concept is the only constant in your magazine

Covers

- Do you want to use an original photo or illustration?
- What will the theme be?
- How many headlines do you want to include?
- Do you want to include page numbers and your company's logo?
- What will be their overall concept?

Sections

- Easy-to find in every issue
- Keep things simple and consistent

Editorial Board selection

- Division of Labor well defined from the start

4-Technical parameters

- Page count
  - At least 24 pages to 36 pages
  - Use of photography and other visual representations
- Page/spread size
- Type of paper
- Issue's circulation
- Magazine's frequency

5. Design a magazine

- Decide your criteria for design content based on your customers/readers.

https://slideplayer.com/slide/5995226/

Activity:

Q1-Create your own magazine using 5 steps of magazine production.

INTEXT QUESTIONS-

Q1- Match the following and create a timeline.

1.The Times of India	a) 1875
2. The Pioneer"	b) 1868
3. The Amrita Bazar Patrika	c) 1866
4. The Statesman	d) 1861
5. The Hindu	e) 1880
6. The Tribune	f) 1923
7. The Hindustan Times	g) 1888
8. Malayala Manorama	h) 1887

Q2-Answer the following questions
a). Name five weeklies published from our country.
b). Name two monthlies published from our country.
c). Name two fortnightlies published from our country.
d). What are the benefits of reading a newspaper daily?
e). Name the Various processes involved in the newspaper production.

Unit 3 : Language Press in India

Unit 3 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Language Press in India ● 3.1-Definition /Meaning ● 3.2- Differences between English newspapers and regionalnewspapers ● 3.3-Reasons for the newspaperboom in India ● 3.4-Future of Language Press inIndia ● 3.5-Role and Impact of MassMedia ● 3.6-Functions and responsibilityof media ● 3.7-Impact Of Media – Positiveand negative effects	● To enable students to differentiatebetween English and regional newspapers . ● To enable students to understandthe role played by national and regional newspapers in India. ● To enable students to state the functions and responsibilities ofmedia .	● Students will be able to locate various newspaper dailies within their state ● Students will be able to identify the difference between positive and negative news. ● Students will be able to critically analyze the role played by national and regional newspapersin India. ● Students will develop their communication skills and develop confidence.

Definition Of Language Newspaper

A language newspaper, also known as a regional newspaper, is a type of newspaper that is published in a specific language or region. The main aim of a language newspaper is to cater to the news and information needs of a particular community or linguistic group, often providing content in the local language and covering local, regional, and national news and events.

Language newspapers are an important source of information for people who prefer to consume news in their native language or who want to stay informed about the events and issues affecting their local community. They can also serve as a means of preserving cultural identity and promoting linguistic diversity.

In countries like India, language newspapers play a significant role in reaching out to a large number of people who may not be proficient in the official language and providing them with news and information in their own language. They also help bridge the gap between different linguistic and cultural communities and promote national unity and integration.

https://www.alamy.com/stock-photo/newspapers-india.html?sortBy=relevant

Functions and Responsibilities of the Media

Mass media (including print, broadcast, and digital media) plays an important role in supporting and promoting democratic principles and values.

1. **Informing the public:** Mass media provides citizens with information and news about political, economic, and social developments, allowing them to make informed decisions about public issues and participate in the democratic process.

2. **Holding the powerful accountable**: Media serves as a watchdog over the actions of government, corporations, and other institutions, holding them accountable for their actions and decisions.

3. **Facilitating public debate:** Media provides a platform for public discourse and debate on issues of importance, allowing individuals and communities to share their opinions and perspectives.

4. **Providing entertainment:** Media also serves as a source of entertainment, offering a wide range of programming and content that provides entertainment, education, and inspiration.

5. **Shaping public opinion:** Media can influence and shape public opinion by presenting information and news in a particular way, as well as by presenting opinions and perspectives of commentators and experts.

6. **Promoting diversity:** Mass media can also play a role in promoting diversity and inclusiveness by providing a platform for marginalized and under represented groups to have their voices heard.

https://satyammassmedia.in/blog/2020/01/04/media-and-democracy/
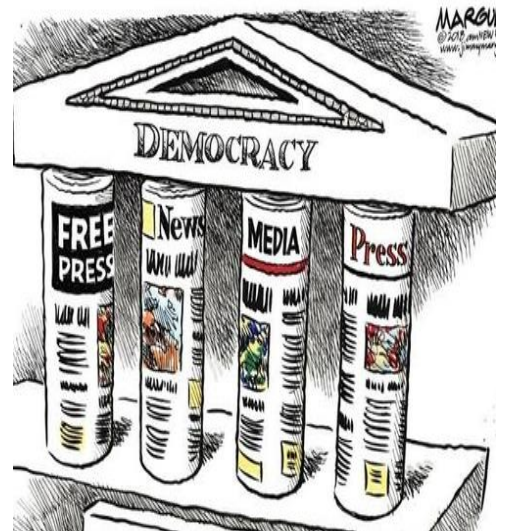
However, mass media can also have negative impacts on democracy, including the spread of misinformation, the promotion of hate speech, and the manipulation of public opinion by powerful interests. To support democracy, it is important for mass media to be independent, impartial, and transparent in its reporting, and to take responsibility for the accuracy and ethics of its content.

Difference between English Paper and Regional Papers

English Newspapers	Regional Newspapers
Published only in one languauge	Published in several regional languages
Concentrated in big cities and towns	Largely circulated in respective regions
Cater to the educated upper middle class	Available to all sections of the society
Less penetartion in the rural public	Penetrates to rural people
Follow British tradition and style	Have indigenous style
Gain more money from advertisements	Less income from advertisements
More colourful and flamboyant	Simple in style.

https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-8-Language-Press-in-India-Part-1.html
https://www.indiatvnews.com/news/india/newspaper-reactions-maharashtra-government-formation-times-of-india-hindu-indian-express-566174
https://www.quora.com/Which-Hindi-newspaper-should-I-read-to-become-proficient-in-Sankritized-Hindi

Activities-

Here are some institutes / products which needs to be featured in newspapers as advertisements. Choose the appropriate platform for each (English national daily or Regional daily or both)
1. A local coaching centre.
2. A famous cold drink brand
3. A Dandiya night event in the city
4. Sale at Khadi gram udyog
5. Annual clearance sale of a retail Store
6. Recruitment drive of the arms forces
7. Admission announcement in a boarding school

Regional Daily	National Daily	Both – Regional and National Daily

Reasons for Newspaper Boom

There were several reasons for the newspaper boom during the 19th and early 20th centuries, including:

1. **Technological advancements:** The invention of the steam-powered printing press and faster, more efficient transportation methods allowed newspapers to be printed and distributed on a larger scale.

2. **Literacy rates**: As literacy rates increased, more people were able to read and enjoy the content of newspapers.

3. **Political and social change:** The rise of democracy led to increased demand for information and news.

4. **Growing middle class:** The growth of a middle class with disposable income allowed for increased consumption of leisure items, such as newspapers.

5. **Advertising revenue**: The increasing amount of advertising in newspapers provided a source of revenue to support the industry and allowed newspapers to be sold at a lower cost to the consumer.

Overall, these factors contributed to the rise of the newspaper industry and helped it become an important source of information and entertainment for people.

Future of the Language Press in India

The future of the language press in India is likely to be shaped by several factors, including the continued growth of the country's economy, the increasing use of digital technology, and changing demographics.

Economic growth: As India's economy continues to grow, there will likely be increased demand for news and information, especially among the middle class. This could provide opportunities for the language press to reach new audiences and expand their reach.

Digital technology: The rise of digital technology and the internet is likely to have a significant impact on the language press in India. Many newspapers are already embracing digital platforms, such as websites and social media, to reach new audiences and generate revenue.

Changing demographics: India is a young country with a rapidly growing population. The increasing number of young people, who are tech-savvy and digitally connected, will likely play an important role in shaping the future of the language press.

Overall, the future of the language press in India is likely to be shaped by a combination of economic growth, digital technology, and changing demographics. Despite challenges, there are likely to be opportunities for the language press to continue to thrive and evolve in response to these trends.

Impact Of Media

The impact of media can be both positive and negative, depending on the type of media, the context in which it is consumed, and the way it is used.

Positive impacts:

1. Educating the public by providing information and news
2. Bringing attention to important issues and causes
3. Providing entertainment and a source of relaxation
4. Allowing for the exchange of ideas and opinions
5. Promoting social change and cultural diversity

Negative impacts:

1. The spread of misinformation and propaganda
2. Encouraging stereotypes and prejudice
3. The glorification of violence and crime
4. Encouraging unhealthy body image standards
5. Encouraging a passive and inactive lifestyle.

Overall, media has a powerful impact on society and individuals, and it's important to be conscious of its effects and use it in a responsible and mindful way

https://www.linkedin.com/pulse/influence-digital-media-swapnanil-talukdar

Activity

Q1-Find out from a weekly newspaper some positive and negative news reports

Q2-Take a news piece , write and enact how can news piece be portrayed in different types of media like television , radio , newspapers , traditional and social media, etc.

Intext Questions:

Q1   What do you mean by language newspaper .Give two examples of it.

Q2   What is the difference between language newspaper and the English newspaper.

Q3   What were the factors for newspaper boom in India?

Q4   Explain the impact of mass media on the system of democracy.

Q5   Write any two functions of media.

Q7   Write the role and impact of functions and responsibilities of media.

Unit 4 : Advertising – an Introduction

Unit 4 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Advertising - an introduction ● 4.1-Advertising terms – tagline Brand, Campaign, target audience ● 4.2-Popular advertising slogans ● 4.3 Productions – TV Advertisement, Radio Advertisement, Social Ad for campaigning	● To enable students to understand the history of the advertisement industry inIndia. ● To enable students to classify the different kinds of advertisement basedon various kinds of media. ● To enable students to make their owntaglines for their brand. ● To enable students to carry out advertisement campaign keeping target audience in mind. ● To enable students to recall the popular advertisement slogans and explain their impact on target audience.	Students will be able to enhancetheir • Creativity • Critical thinking. • Communicationskills • Confidence. Students will be able to Create an Advertisement.

MEANING OF ADVERTISEMENT

Advertising is a form of communication that is intended to persuade an audience to purchase or take some action upon products, services, or ideas. It is a paid form of non-personal promotion that uses various media channels to reach a target audience and convey a message.

Advertising can take many forms, including print ads in newspapers and magazines, television and radio commercials, online ads, billboards, and direct mail. The goal of advertising is to inform potential customers about the availability and benefits of products or services, and to influence their purchasing decisions.

https://www.openpr.com/wiki/real-time-advertising

Advertising is a crucial aspect of modern business, as it helps companies reach potential customers, increase brand awareness, and ultimately drive sales and revenue. However, advertising can also be controversial, as it can be seen as intrusive, misleading, or manipulative. To address these concerns, many countries have regulations in place to govern the content and placement of advertisements, and to protect the rights of consumers.

SOME ADVERTISING TERMS TO REMEMBER

TAGLINE

Tagline: A tagline is a short, memorable phrase or sentence that is used to identify and promote a brand or product. Taglines often convey the key benefits or values of a brand, and are designed to be easily remembered and recognized by the target audience.

Tagline: "Just Do It" - Nike, a sportswear brand, uses this tagline to encourage people to pursue their athletic goals and push past their limits.
https://netsavvies.com/15-best-taglines-and-slogans-of-brands/

Question- 1

Name any 5 products/brands/companies of your choice along with their tag names.

Activity:

Q1- Create a tagline for your favourite food or electronic gadget.

BRAND

A brand is a combination of a name, term, design, symbol, or other feature that identifies a product or company and distinguishes it from others. A brand represents the reputation, values, and personality of a company, and is intended to evoke certain emotions and associations in the minds of consumers.

Ex Indian Brand Names like Nestlé India, Parle Agro, Britannia Industries Ltd, Cadbury India, Amul, Vadilal, MTR Foods, Haldiram's, Mother Dairy etc are very popular brand names.
https://www.indiafoodnetwork.in/food-stories/buying-local-30-go-to-indian-food-brands/

Activity:

Q1-If you had to create a brand , what product would you choose ? What will be its name?

CAMPAIGN

A campaign is a coordinated series of advertisements, promotions, or other marketing efforts that share a common message and goal. Campaigns are used to reach and influence a target audience, and are typically focused on promoting a specific product, service, or idea.

Activity: Q1-Create an advertising campaign on Gender Equality.

TARGET AUDIENCE

Target audience: The target audience is the specific group of people that an advertisement, promotion, or marketing effort is intended to reach and influence. The target audience is defined by factors such as age, gender, location, interests, and purchasing habits, and is used to tailor marketing messages and strategies to the specific needs and preferences of the audience. The goal of identifying a target audience is to create more effective and efficient marketing efforts, and to maximize the impact and return on investment of marketing campaigns.

"Millennials" - This term refers to the demographic group of people born between the early 1980s and the early 2000s, and is often used as a target audience for marketing efforts in various industries. A company may target millennials with advertisements for products or services that are popular with this age group, such as tech gadgets, mobile apps, and fashion and lifestyle brands.

SOME POPULAR ADVERTISEMENT SLOGANS

Here are some popular advertising slogans used in India:

1. "Daag Ache Hain" - Surf Excel, a laundry detergent brand
2. "Har Ghar Kuch Kehta Hai" - Asian Paints, a paint brand
3. "Sabse Pehle Life Insurance" - LIC, a life insurance company
4. "Chalo Niklo, Duniya Dekho" - Bajaj Auto, a motorcycle brand
5. "Save The Child" - Save The Children, a non-profit organization
6. "Sabse Sasta, Sabse Accha" - DMart, a retail store chain

These slogans are meant to be memorable and to convey the key benefits and values of the respective brands. They are intended to reach and influence the target audience and help build brand recognition and loyalty.

Activity:

Q1-Paste 2 pictures of popular advertisement slogans other than given above.
Q2- Create your own slogan on any social issue.(Save Water , Save Soil , Child Safety)

4.3 Productions – TV Advertisement, Radio Advertisement, Social Media Ad for campaigning

TV advertisement, radio advertisement, and social media ads are different forms of advertising that can be used in a marketing campaign.

TV Advertisement: A TV advertisement is a short video that is broadcast on television to promote a product, service, or brand. TV advertising is typically the most expensive form of advertising and is often used for mass market campaigns that reach a large audience.

Radio Advertisement: A radio advertisement is a short audio clip that is broadcast on the radio to promote a product, service, or brand. Radio advertising is typically less expensive than TV advertising and is often used to reach specific geographic or demographic audiences.

Social Media Ad: A social media ad is a form of online advertising that is placed on social media platforms, such as Facebook, Instagram, or Twitter. Social media ads can be in the form of text, image, or video and are used to promote a product, service, or brand to a specific target audience. Social media advertising is typically less expensive than traditional forms of advertising and can be highly targeted, reaching specific audiences based on interests, location, and other factors.

In a marketing campaign, these different forms of advertising can be used in combination to reach a larger audience, or they can be used individually to target specific segments of the market. The choice of which form of advertising to use will depend on the target audience, budget, and goals of the campaign.

Activity

Q1-Debate- "Which is better- TV advertisement or Radio Advertisement?

INTEXT QUESTIONS

Q1 - Name the following.

(a) The primary group of people at which an advertisement campaign aims.

(b) A series of advertisement messages that share a single idea and theme which together make up an advertisement strategy for a product, service, or institution.

(c) The name of a product or service that is very easily recognizable.

(d) A creative, often witty, ad slogan that helps people remembers a particular product.

(e) A paid communication from an identified sponsor using mass media to persuade an audience.

Activity

• Create your own product and give a brand name to it.

• Design a brand logo and tagline for your product .

• Create an advertisement of your product for – Electronic Media /Social Media/Print Media

Unit 5 : Traditional Media

Unit 5 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Traditional Media ● 5.1- Types of traditional media --- Street theatre, Puppetry , Music and dance, Storytelling ● 5.2-Use of traditional media and communication ● 5.3- Differences between traditional media and other forms of media ● 5.4-Comparison of traditional media with electronic media ● 5.5-Advantages and disadvantages of traditional media and electronic media	● To enable students to identify different forms of traditional media. ● To enable students to differentiate between traditional media and electronic media. ● To enable students to use different types of traditional media as a means of communication. ● To enable students to list the advantages and disadvantages of traditional media and electronic media.	• Students will be able to develop their Problem solving skills and communication skills by critically analyzing the social and global issues. • Students will be able to express their talents with the various means of traditional media like street play, story telling , music and dance etc.

Types of traditional media - Street theatre, Puppetry, Music and Dance, Storytelling

https://timesofindia.indiatimes.com/city/bhubaneswar/city-sees-lots-of-street-plays-thanks-to-keen-youngsters/articleshow/63785900.cms?from=mdr

Street Theatre

Street theatre is a type of theatrical performance that takes place in public spaces, such as streets, parks, and squares. It is often performed by traveling performers, who use their surroundings as a stage and involve the audience in their performances. Street theatre can take many forms, including mime, juggling, acrobatics, puppetry, and more. It is often used as a way to bring live performance to communities that may not have access to traditional theaters, and it can also be used as a form of political or social commentary. Street theatre is often characterized by its spontaneous and informal nature, and it can be a fun and interactive form of entertainment for audiences of all ages.

Street theatre can involve juggling, stilt walking, magic, physical theatre, mime, mask work, circus skills, clowning, work with fire, slapstick comedy, busking, riding bicycles or unicycles, using simple costumes and props. It normally involves little or no set and no amplification of sound.

Activity:

Q1-Prepare and present a street play on – Climate Change Comes Knocking At Our Doorstep.

Puppetry:

Puppetry is a form of theater in which objects (typically dolls) are manipulated by a person (the puppeteer) to create the illusion of life. Puppetry has a long history and is found in many different cultures, and can take many forms, including hand puppets, marionettes, shadow puppets, and more. Puppetry can be used to tell stories, educate, or entertain, and is often used as a tool to communicate complex ideas and emotions in a fun and accessible way. Puppetry can also be used to create characters or creatures that would be difficult or impossible to create using other forms of theater. The use of puppets and the art of puppetry can bring a unique perspective and energy to storytelling, and continues to be a popular form of entertainment for audiences of all ages.
https://www.asian-voice.com/News/India/Reviving-the-traditional-art-form-puppetry

Activity-

Make puppets of your choice.

Music and Dance

Music and dance are forms of artistic expression and cultural communication that have been used throughout human history. Music is created through the arrangement of sounds and rhythms, while dance involves moving the body in time to music or a beat. Both music and dance have the power to evoke emotions, tell stories, and bring people together. They are often used in performances, celebrations, and ceremonies and can reflect different cultural traditions and styles.

https://www.dhora.in/blog/10-types-of-popular-rajasthani-folk-dance-forms/

In addition, both music and dance have become popular forms of media, with recorded music and dance videos widely distributed through various platforms.

Story Telling

Storytelling is the act of telling a story, either verbally or through written means, that aims to entertain, inform, or inspire an audience. It can involve characters, a plot, and a setting, and is often used as a way to share experiences, values, and lessons. The art of storytelling has been used for centuries as a way to connect people and transmit cultural knowledge.

https://www.tell-a-tale.com/meet-storytellers-vikram-sridhar/

Activity:

Q1-Give a socially relevant message using finger puppets/ stick puppets made by you.

Q2-Divide the class into groups. Give each group a folk tale . Ask them to narrate the folk tale in a lyrical manner using music and dance.

COMPARISON OF TRADITIONAL MEDIA AND ELECTRONIC MEDIA

https://heartware.org/blog/digital-traditional-media/

Traditional Media:

1. Physical in nature, such as newspapers, magazines, billboards, TV, and radio.
2. Wide reach, can be used to target mass audience.
3. Trustworthy and established sources of information, but can also be biased.
4. Tangible and permanent, such as print ads and billboards.
5. Expensive and time-consuming to produce and distribute.

Electronic Media:

1. Digital in nature, such as the internet, social media, email, and mobile apps.
2. Global reach, accessible anywhere with internet access.
3. Instant, real-time communication, with opportunities for interaction and engagement.
4. Targeted, with the ability to track and analyze audience behavior and engagement.
5. Cost-effective and quick to produce and distribute, but susceptible to technical problems

Uses Of traditional media and communication

1. **Advertising:** Traditional media such as television, radio, and print advertisements are widely used for product promotion and brand building.

2. **News and Information:** Traditional media such as newspapers and broadcast news provide a source of news and information to the public.

3. **Political Campaigning:** Political candidates often use traditional media such as billboards, television commercials, and direct mail to reach voters.

4. **Public Service Announcements:** Traditional media is used to disseminate public service announcements, such as alerts and emergency messages.

5. **Entertainment:** Traditional media such as television, radio, and print publications are used to provide entertainment, including movies, music, and comic strips.

6. **Education**: Traditional media such as textbooks, documentaries, and educational films are used to provide educational content.

7. **Brand Awareness:** Companies and organizations use traditional media to increase brand awareness and promote brand loyalty.

Advantages of traditional media

1. **Wide Reach:** Traditional media has the ability to reach a large and diverse audience, making it ideal for mass communication.

2. **Trust:** Traditional media sources such as newspapers and broadcast news have been established for many years, and have earned the trust of many people.

3. **Tangibility:** Traditional media such as print newspapers, magazines and billboards have a physical presence which can be touched, shared and saved for future reference.

4. **Demographic Targeting:** Traditional media platforms such as radio and television can be specifically targeted to specific demographic groups.

5. **Advertising Flexibility:** Traditional media advertising offers a range of options, including full-page ads, sponsored content, and product placements

Advantages of electronic media

1. **Interactive:** Electronic media allows for real-time interaction between users and content, through features such as commenting, live streaming, and social media.

2. **Cost-Effective:** Electronic media is often more cost-effective than traditional media, as it eliminates the need for printing and distribution costs.

3. **Targeted Audience:** Electronic media enables advertisers to target specific audience segments based on demographics, interests, and behaviors.

4. **Measurable:** The impact and success of electronic media campaigns can be easily measured through metrics such as click-through rates, conversions, and social media engagement.

5. **Global Reach:** Electronic media has the ability to reach a global audience through the internet, providing advertisers with a vast potential customer base.

Disadvantages of traditional media

1. **High Cost:** Traditional media such as television and print advertising can be expensive, especially for small businesses or organizations.

2. **Limited Targeting:** Traditional media has limited targeting capabilities, making it difficult to reach specific audience segments.

3. **One-Way Communication:** Traditional media is often a one-way communication channel, with limited opportunities for audience interaction or feedback.

4. **Time-Consuming:** Creating and disseminating traditional media content can be time-consuming, particularly in the case of print advertisements or television commercials.

5. **Limited Analytics:** Measuring the success of traditional media campaigns can be difficult, as it often lacks the detailed analytics available for electronic media.

Disadvantages of electronic media

1. **Overload of Information:** The vast amount of information available online can lead to information overload, making it difficult for users to differentiate between credible and unreliable sources.

2. **Addiction and Distraction:** The continuous use of electronic media can lead to addiction and distraction, negatively affecting productivity and mental health.

3. **Cyberbullying and Online Harassment:** Electronic media provides a platform for cyberbullying, online harassment, and other forms of digital abuse.

4. **Data Privacy Concerns**: Electronic media collects and stores large amounts of personal data, raising concerns about privacy and security.

5. **Technical Issues:** Electronic media is dependent on technology, and can be disrupted by technical problems such as outages, slow speeds, and software malfunctions.

Intext Questions

Q1 Name five techniques used in street plays?

Q2- Write any 3 uses of electronic media and how is it different from traditional media?

Q3-Mention advantages and disadvantages of using electronic media.

Unit 6 : Television

Unit 6 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Television ● 6.1-Evolution of television ● 6.2-History of television in India ● 6.3-Emergence of private television channels ● 6.4-Impact of television in our daily lives ● 6.5-New trends in television.	● To enable students to trace the evolution of T.V and identify the milestone of T.V history in India. ● To enable students to analyze the impact of T.V in our daily lives . ● To enable students to understand the new trends in T.V.	• Students will understand which TV programmes has enhanced their awareness on social issues. • Students will be able to categorize different types of TV channels • Students will develop Presentation skills, confidence building and communication skills. • Students will be able to Create a 3D Model of Television with the help of cardboard box • Students will be able to understand various milestones of television evolution. • Students will be able to Analyze the new trends in TV which will help them in forming their perspective.

Evolution Of Television

John Baird is the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. By 1939, television broadcasts began in the United States. The first successful programme in colour was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. In today's world, television has become one of the most powerful means of mass communication. It can impart education, information and entertainment. Television has become an integral part of our lives.

Here is the timeline of evolution of television:

Mechanical TV (1920s-1930s)
Black and White TV (1930s-1960s)
Color TV (1960s-1980s)
Cable and Satellite TV (1980s-2000s)
Digital and High Definition TV (2000s-present)
Smart TV (2010s-present)
Streaming TV (2010s-present)
https://www.pinterest.com/pin/286119382562222302/

History Of Television In India

The history of television can be traced back to the late 19th and early 20th centuries, when inventors developed the basic technologies that would later be used in television systems. Some of the key developments in this period include the creation of the cathode ray tube and the first experiments with mechanical scanning.

In the 1920s and 1930s, early mechanical television systems were developed and demonstrated, but they were not commercially successful. With the advent of electronic television in the late 1930s and early 1940s, the medium began to gain traction, and by the 1950s, television had become a dominant form of entertainment and news dissemination in many countries around the world.

Television began in India on 15th September 1959 as an experiment. It offered two-hour programme for a week. Initially the authority was AIR. The early programmes on these experimental broadcasts were generally educational programmes for school children and farmers. By the 1970s, television centres were opened in other parts of the country also. In 1976, Doordarshan, which was All India Radio's television arm until then became a separate department.

In the decades that followed, television underwent numerous technological advancements, including the introduction of color television, cable television, satellite television, and digital television. Today, television continues to evolve and adapt to new technologies, such as streaming and internet-connected "smart" TVs.

Emergence Of Private Television Channels

The emergence of private television channels can be traced back to the 1980s and 1990s, when many countries around the world began to relax their regulations on media ownership and allowed establishment of privately-owned television stations.

This shift was driven by several factors, including a desire for greater diversity in media content and a recognition of the potential for increased competition to improve the quality of television programming. As a result, private television channels were able to enter the market and compete with established state-owned or public service broadcasters.

https://www.pagalparrot.com/how-tv-channels-earn-money-and-what-is-the-main-source-of-their-income/

The growth of private television channels had a significant impact on the television industry, leading to an increase in the variety and number of programs available, as well as a decline in the influence of government over the content that was broadcast. In many countries, private television channels have become an important source of news, entertainment, and cultural programming, and continue to play a major role in shaping public discourse and opinion.

Activity:

Q1-Identify any TV program which has increased your awareness about Our Universe.

Impact of Television In Our Daily Lives

Television has had a profound impact on our daily lives, affecting how we access information, form opinions, and spend our leisure time. Some of the key impacts include:

1. Information and News: Television is a major source of news and information for many people, providing access to current events, world news, and other forms of information that are important to us.
2. Entertainment: Television has become a dominant form of entertainment, offering a wide range of programming that includes movies, dramas, comedies, and reality shows.

https://www.momjunction.com/articles/good-bad-effects-television-children_0074078/

3. Advertising: Television has become an important platform for advertisers, providing a means of reaching large audiences with their messages.
4. Culture: Television has had a major impact on the culture of many countries, helping to spread cultural values, norms, and beliefs.
5. Social Interaction: Television can be a source of social interaction, providing opportunities for people to connect with one another through shared viewing experiences.
6. Education: Television has been used as a tool for education and can be an effective way of teaching new concepts and skills to audiences of all ages.
7. Political Influence: Television can also have a significant impact on politics, shaping public opinion and influencing political outcomes.

Activity:
Q1-Find one example each for the following channels.
1-News channel
2-Movie channel
3-Religious channel
4-Sports channel
5-Entertainment channel
6-Art and Craft channel
7-Kids channel
8-Music channel

New Trends in Television

https://www.adweek.com/convergent-tv/roku-has-record-year-as-covid-19-accelerates-cord-cutting/
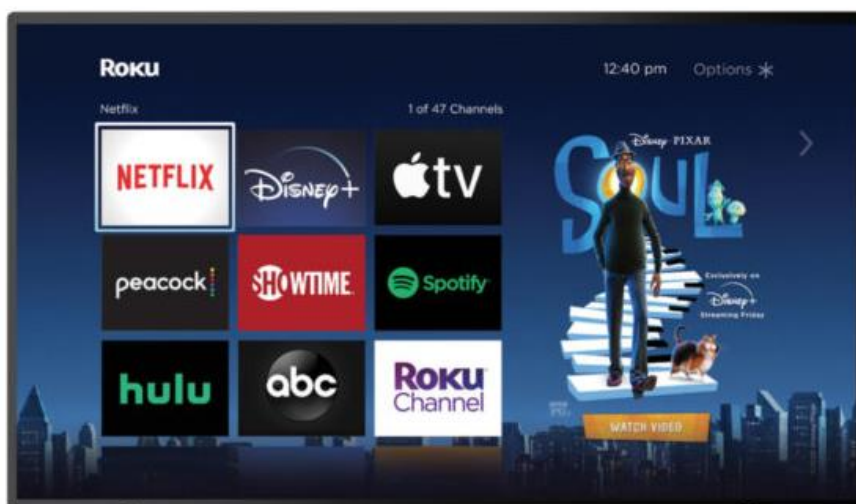
1. **Streaming:** The rise of streaming services such as Netflix, Amazon Prime, and Disney+ has disrupted the traditional television model, allowing people to watch what they want, when they want, on a variety of devices.

2. **On-demand programming:** With the advent of DVRs and video-on-demand, people can now watch TV shows and movies at their own pace and on their own schedule, rather than being tied to a specific broadcast schedule.

3. **Interactive TV:** New technologies are making it possible to interact with television programs and commercials in real-time, allowing viewers to engage with content in new and more personalized ways.

4. **OTT advertising:** Over-the-top (OTT) advertising refers to the delivery of advertising through streaming services, which allows advertisers to reach target audiences through personalized and engaging content.

5. **Virtual and Augmented Reality:** Virtual and augmented reality technologies are being used to create new types of immersive TV experiences that blur the lines between the real and the virtual.

6. **Personalization:** Advances in data and artificial intelligence are making it possible to personalize TV content and advertising in real-time, delivering more relevant and engaging experiences for viewers.

Activities:

Q1-Research and explore the evolution if TV and create a 3D model of TV from different eras (using any reusable/recyclable material).
• Enact as a news reader/anchor of a TV channel in different eras exploring the evolution of news and delivery of news.
•Find out the names of educational channels / programmes being run by the government to augment school teaching through television.

INTEXT QUESTIONS

1. How has the rise of streaming impacted the traditional television model?

2. What is interactive TV and how does it allow viewers to engage with content?

3. What is OTT advertising and why is it becoming increasingly important?

4. How are virtual and augmented reality being used in television?

5. How has television affected the way we access information and form opinions?

6. In what ways has television influenced our entertainment choices and leisure time?

7. Can television be used as an effective tool for education and skill-building?

8. To what extent does television influence politics and public opinion?

9. Write a short note on your favourite television programme and and write down how it has impacted your day to day life.

Unit 7 : What Is News?

Unit 7 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
● 7.1-Meaning of News. ● 7.2-Difference between news and information. ● 7.3-Types of news.	● To enable students to segregate different types of news. ● To enable students to differentiate between news and information	● Students will be able to Compare and contrast between the different kinds of news items and their impact on us. ● Students will be able to Differentiate between credibility of news and information.

Meaning of NEWS

News refers to new information about events or developments that are considered to be of public interest or importance. It can refer to various forms of media, including print, broadcast, and online sources, and can cover a range of topics such as politics, business, sports, entertainment, and more. News is typically reported and delivered by journalists who gather and verify information from a variety of sources, and present it in a clear and objective manner. The goal of news is to inform the public about important events and developments, and to provide context and analysis to help individuals understand their impact and significance.

https://syc.org.uk/social-program-winter-2018/news-sign-on-paper-post-it/

The beliefs that "news" is derived from an acronym of the phrase "Notable Events, Weather, and Sports", or that it is formed from the first letters of the compass (North, East, West, South) are incorrect, or would be considered examples of a backronym.
Have you ever thought about from where do we get news?

There are various sources of news . You can hear it on the radio, view it on a television channel, read it in a newspaper or surf it on internet in a computer. News is something that you come across every day in your life. The word news is considered to have evolved from the word new. So any information about an incident, event, occasion, mishap, disaster, or even financial results of a company is considered to be pieces of news.

5W and 1H of News Writing

The 5W and 1H are journalism terms that represent the key elements of a news story. They stand for:
1. What - the event or situation being reported
2. Who - the people involved or affected by the event
3. Where - the location of the event
4. When - the time and date of the event
5. Why - the cause or reasons behind the event
6. How - the manner in which the event took place or was carried out.

These elements help journalists to gather and present complete and accurate information in a news story. The 5W and 1H approach is a useful tool for organizing information and ensuring that all important aspects of a story are covered.

FACTORS OF A NEWS STORY

There are various factors that qualify an event to be a news story. Let's discuss these factors.

There are several factors that contribute to the newsworthiness of a story, including:

1. **Timeliness** - the recency and relevance of the event to the current time
2. **Proximity** - the closeness of the event to the audience
3. **Impact** - the significance and consequences of the event
4. **Conflict** - the presence of opposing interests or perspectives
5. **Human interest** - the appeal to the emotions and experiences of the audience
6. **Novelty** - the uniqueness or rarity of the event
7. **Prominence** - the involvement of well-known individuals or organizations.

These factors help journalists and editors determine which stories to cover and prioritize, as well as how to present and frame the information.

https://www.masscommunicationtalk.com/definition-of-news.html

Difference Between News And Information

News and information are related but distinct concepts.
News refers to new, recent and significant events or developments that are considered to be of public interest or importance. It is typically focused on events that have taken place or are happening, and is often delivered in real-time.

Information, on the other hand, refers to any data, facts, or knowledge that is conveyed or shared. Information can take many forms and can include news, but also includes other types of data such as research, statistics, and expert opinions.
In essence, news is a subset of information that is timely, relevant and of public interest, while information can encompass a wider range of data, including news.

The difference between news and information can be best understood through examples:

News: A major earthquake has struck a city causing widespread damage and loss of life. This is an example of news because it is a recent and significant event that has taken place and is of public interest. It is time-sensitive and is typically reported by journalists as it is happening.

Information: The average temperature in the city during the month of July is 25°C. This is an example of information because it is a fact or data that can be useful to people. It is not time-sensitive and does not necessarily need to be reported in real-time.

In summary, news refers to events or developments that are considered to be of public interest and are often time-sensitive and reported by journalists, while information refers to any data, facts or knowledge that can be conveyed or shared.

TYPES OF NEWS

Given below are headlines that appeared in the newspaper.
a) Campaign for U.S. Presidential elections begins.
b) The Prime Minister of India to address the nation tonight.
c) The State Government declares a holiday tomorrow.
d) House owner killed by servant.

All these four are news items. But are they of the same category? Could you make out any difference between them?
We can categorize these into four different slots respectively.
a) International news
b) National news
c) Regional news
d) Local news.

Types of news can be classified into following categories:

News can be categorized into various types based on the subject matter, tone, and purpose of the coverage. Some of the main types of news include:
1. **Hard news:** refers to serious and factual stories that deal with politics, international events, crime, and other major events.
2. **Soft news:** refers to human-interest stories that are lighter in tone, often covering topics such as entertainment, lifestyle, and celebrity news.
3. **Breaking news:** refers to fast-developing and urgent news stories, usually reported in real-time as events are unfolding.
4. **Investigative news:** refers to in-depth reporting that exposes wrongdoing, corruption, or other issues of public concern.
5. **Feature news:** refers to longer, more in-depth stories that delve into a particular subject or theme, providing background and context to help readers understand the subject.
6. **Opinion news:** refers to stories that express the opinions of journalists, editors, or commentators on current events and issues.
7. **Sports news:** refers to news coverage of sporting events, including results, analysis, and interviews with athletes and coaches.
8. **Financial news:** refers to news coverage of economic and financial events, including market trends, company news, and analysis of financial data.

These are some of the main types of news that can be found in various media outlets. The type of news covered by a particular outlet often depends on its target audience and editorial focus.

Activity
1-Read the following news headlines and match them according to different types of news.

1. IPL 2022: Mumbai, Pune to host 70 matches in league stage.	International News
2. Russia-Ukraine war: US airborne troops set up camp near Ukrainian border.	Sports News
3. Union Budget will be of great help in implementing National Education Policy: PM Modi.	Local News
4. Rajasthan chief minister Ashok Gehlot on Wednesday announced a slew of people-friendly proposals in the Budget for 2022-2023.	National News
5. Renowned author Ruskin Bond to narrate his stories on AIR.	Feature News

Intext Questions:

1. What is the main difference between news and information?
2. What makes an event or development newsworthy?
3. What role do journalists play in delivering news?
4. Can information be reported in real-time like news?
5. What makes information different from news?
6. Can you describe the difference between news and information?
7. What are the key elements that make an event or development newsworthy?
8. Can you provide examples of news stories and explain why they were considered news?
9. How do journalists determine the relevance and importance of events to cover as news?
10. How has the definition and delivery of news changed with the advent of new technology and the rise of digital media?
11. Can you explain the role of journalists in gathering and verifying information for news stories?

Application-based questions :

1. You are a reporter covering a major earthquake. How would you determine if the event is considered breaking news and how would you approach covering the story?

2. A major financial crisis has developed. How would you approach covering the story from a financial news perspective, and what type of information would you include in your coverage?

Unit 8 : Photojournalism

Unit 8 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Photojournalism ● 8.1-Introduction to photography ● 8.2-Significance of photography ● 8.3-Definition and Meaning Of Photography ● 8.4 – Production – Portfolio shoot , nature and Wildlife Photography.	● To enable students to understand themeaning of photojournalism. ● To enable students to explore the nature and scope of photojournalism. ● To enable students to explore the scope and significance of photography. ● To enable students to understand the meaning of photography.	● Students will developtheir aesthetic sense and will be able to form news from their surroundings. ● Students will be able to differentiate between various kinds of news.

Meaning Of Photojournalism

Photojournalism is a type of journalism that uses photographs to tell a news story or to document a historical event. Photojournalists capture images of events as they happen, providing a visual representation of the story. They use a variety of techniques, such as lighting, composition, and perspective, to convey the mood, atmosphere, and significance of the event. The images they produce can be used in print or online media, or as part of a larger news story. Photojournalism is an important aspect of journalism as it provides a visual representation of events and enables audiences to better understand the story being told.

Discussion Question: You are a photojournalist covering a major protest in your city. The situation is volatile and potentially dangerous. How would you approach the assignment to ensure that you capture the event accurately and ethically while also ensuring your own safety?

Characteristics of a good photojournalist:

1. **Technical proficiency**: A good photojournalist should have a deep understanding of photography techniques, including lighting, composition, and camera settings.

2. **News sense:** A good photojournalist should have an innate understanding of what makes a news story and what elements are important to capture.

3. **Creativity:** A good photojournalist should have a creative eye and be able to think outside the box to capture unique and impactful images.

4. **Speed and agility:** Photojournalists often work under tight deadlines and need to be able to quickly and effectively capture images on the fly.

5. **Ethical and professional conduct**: Photojournalists must adhere to high ethical standards, respect the privacy of individuals, and maintain objectivity in their reporting.

6. **Communication skills**: Photojournalists must be able to communicate effectively with their editors, photographers, and other journalists.

7. **Adaptability**: Photojournalists must be able to work in a variety of environments, from war zones to natural disasters, and be able to adapt to changing conditions.

8. **Physical and emotional resilience:** Photojournalism can be physically and emotionally demanding, and a good photojournalist must have the strength and resilience to handle these challenges.

Different types of photojournalism:

https://www.pinterest.com/pin/70-trending-types-of-photography--754141900075998619/

1. **News Photojournalism:** This type of photojournalism focuses on capturing breaking news events and current events, often in real-time, and is meant to inform the public about significant events.

2. **Documentary Photojournalism**: Documentary photojournalism aims to tell a story or shed light on a particular subject or issue, often over an extended period of time.

3. **Sports Photojournalism:** Sports photojournalism captures the action, excitement, and drama of athletic events, providing a visual record of athletic competition and performance.

4. **War Photojournalism:** War photojournalism focuses on capturing images of conflict and violence, often in conflict zones or areas of political unrest.

5. **Fashion Photojournalism**: Fashion photojournalism captures images of clothing, accessories, and style, often as part of a fashion shoot or as a way to document changes in fashion and style over time.

6. **Celebrity Photojournalism:** Celebrity photojournalism focuses on capturing images of famous people, often in the context of their personal and professional lives, and is meant to entertain and inform the public about the lives of the famous.

Introduction to photography and it's evolution

Photography is the art, science, and practice of creating still images by capturing light on a light-sensitive medium, such as film or digital sensors. Photography has its roots in the early 19th century and has evolved dramatically over the past two centuries, becoming an important tool for documentation, art, and communication.

The evolution of photography can be divided into several stages, including:

1. **Early Photography:** In the early days of photography, images were captured on metal or glass plates and were often viewed as scientific curiosities rather than works of art.

2. **The Emergence of the Daguerreo type:** Louis Daguerre's invention of the daguerreotype in the late 1830s marked the beginning of the widespread use of photography as an art form and a tool for communication.

3. **The Rise of Film Photography**: Film photography became the dominant form of photography in the late 19th and early 20th centuries, allowing for the creation of larger, sharper images.

4. **The Digital Revolution:** The advent of digital photography in the late 20th century revolutionized the medium, allowing for instant image capture and manipulation, as well as new forms of distribution and dissemination.

5. **The Mobile Era:** The rise of smartphones and mobile devices has further transformed photography, making it more accessible and democratized, and has opened up new avenues for artistic expression and communication.

Significance of photography

Photography has played a significant role in various aspects of society, including:

1. **Documentation:** Photography has been used as a tool for documentation, providing visual evidence of historical events, people, and places.

2. **Artistic Expression:** Photography has become an important art form, allowing artists to capture and interpret the world around them in new and creative ways.

3. **Communication:** Photography has been used as a powerful tool for communication, providing a visual means of conveying information and ideas, as well as emotion and feeling.

4. **Education:** Photography has been used as an educational tool, allowing students to learn about the world and develop visual literacy skills.

5. **Memory Preservation:** Photography has been used to preserve memories and record important life events, providing individuals and families with a visual history of their lives.

6. **Commercial Use:** Photography has been used for commercial purposes, such as advertising and marketing, and has played a significant role in shaping consumer behavior and trends.

7. **Scientific Advancement:** Photography has been used in various scientific fields, such as astronomy, medicine, and environmental science, to advance knowledge and understanding.

Activity:

Click real life pictures on the topics given below and prepare a slideshow for a class presentation –
1- Photos evoke emotions
2- Photography inspires
3- Builds Connections

Production – Portfolio shoot, Nature and Wildlife Photography
Portfolio Shoot

A portfolio shoot is a type of photography session in which a photographer creates a set of images to showcase their work, style, and skills. It is typically used by professional photographers, models, actors, and other creative professionals to demonstrate their abilities and build their brand.

Portfolio shoots may take place in a studio or on location, and may feature a variety of subjects, themes, and styles. The goal of a portfolio shoot is to create a well-rounded representation of the photographer's work, showcasing their technical skills, creative vision, and ability to capture a range of emotions and expressions.

Portfolio shoots are often used as a marketing tool, allowing photographers and other creatives to showcase their work to potential clients, agencies, and others in their industry. They may also be used for personal development and growth, providing photographers with an opportunity to experiment with new styles and techniques and to push the boundaries of their creative abilities.

Activity:

Find the top 5 famous photographers of the World and India.

Nature and wildlife photography

Nature and wildlife photography is a type of photography that focuses on capturing images of wildlife, plants, landscapes, and natural environments. Photographers in this genre aim to capture the beauty and diversity of the natural world, as well as highlight important environmental issues and promote conservation.
Nature and wildlife photography can take many forms, including portraits of individual animals, wide-angle shots of landscapes, and macro photography of plants and insects. Photographers in this genre often work in remote or challenging environments, and use specialized equipment and techniques to capture their images.

The goal of nature and wildlife photography is to create images that not only showcase the beauty and diversity of the natural world, but also raise awareness about environmental issues and inspire action to protect the planet. Nature and wildlife photographers often use their images to document wildlife and landscapes, and to promote conservation efforts and environmental awareness.

<u>Activity:</u>

Select any one famous photographers each of your choice from different fields (nature & wildlife , portfolios, war, sports , films etc) .

Study their works , take a printout of any pictures of their work(if copyright free). Paste them in your notebook and write a few lines about the emotions they envoke in you.

Mention which photographers work attracted you the most and why?

<u>Intext Questions:</u>

Q1-Write any 5 characteristics of a good photojournalist. Q2-How does photography connects us to the past?

Q3-If you were given one day's time to spend in the wild, what all kinds of photography would you do? why?

Q4- Make a collage of pictures clicked by famous photographers of the world.

Q5-What factors should a photographer consider when planning a portfolio shoot?

Q6-How can a portfolio shoot be used as a marketing tool for photographers and creative professionals?

Q7-How does the location and setting impact the final results of a portfolio shoot?

Application Based Questions for class discussion

1. How can documentary photojournalism be used to shed light on a particular subject or issue?
2. How does fashion photojournalism contribute to our understanding of changes in style and fashion over time?

Unit 9 : Cinema

Unit 9 -Learning Objectives and Outcomes

Topics	Learning Objectives	Learning Outcomes
Cinema 9.1-Introduction to Cinema 9.2-Significance of Cinema 9.3-Definition/Meaning of Cinema 9.4 Productions – Short films, Documentary	• To enable students to understand the meaning of cinema. • To enable students to understand the use and significance of cinema. • To enable students to differentiate between Short films and documentaries.	• Students will develop their aesthetic sense andwill be able to look at anobject or a person from multiple points of view. • Students will be able to critically analyze a part film based on different art forms. • Students will be able to view a film and make their observations regarding its Cinematography,editing, use of sound and acting.

Introduction to cinema

Cinema, also known as the motion picture or film industry, is a form of storytelling that uses moving images and sound to tell stories and convey messages to audiences. It is a global art form that has been a popular form of entertainment for over a century.

Cinema has evolved over the years, from early silent films to the latest digital technologies, and continues to captivate audiences with its visual and auditory storytelling. It is a powerful medium for communicating emotions, ideas, and messages, and has the ability to educate, entertain, and inspire.

Cinema is a collaborative art form, involving many different professionals including writers, directors, actors, cinematographers, and special effects technicians, among others. The process of making a film involves many stages, including writing and development, pre-production, filming, post-production, and distribution.

Today, cinema is a multi-billion dollar industry, with films being produced and distributed globally. Whether in traditional theaters or through digital streaming platforms, cinema continues to be a popular form of entertainment, and continues to influence popular culture and society.

Who invented cinema?

The invention of cinema is often credited to the Lumière brothers, Auguste and Louis, who were pioneering French inventors and filmmakers. Their first public demonstration of motion pictures was held on December 28, 1895, in Paris, France. The Lumière brothers used a device called the Cinématographe, which was a combination of a camera, a projector, and a printer, to show their short, single-shot films to an audience.

This historic event is considered the birth of cinema as a new art form and the beginning of the motion picture industry. The Lumière brothers' demonstration was a turning point in the history of visual storytelling, and sparked a global fascination with moving images that continues to this day.

Significance of cinema

Cinema is significant for several reasons:

1. **Entertainment:** Cinema provides a form of entertainment for people of all ages, and is enjoyed by millions of people around the world.

2. **Storytelling:** Cinema is a powerful form of visual storytelling that can convey messages, emotions, and ideas in a unique and impactful way.

3. **Artistic Expression:** Cinema allows for artistic expression, and gives filmmakers and actors the opportunity to showcase their talent and creativity.

4. **Cultural Impact:** Cinema has a significant impact on popular culture and society, and is often used as a tool to comment on and reflect the world around us.

5. **Education:** Cinema can also be used as an educational tool, teaching us about history, culture, and important social issues.

6. **Economic Impact:** The film industry is a multi-billion dollar industry, providing jobs and contributing to local and national economies.

7. **Emotional Connection:** Cinema has the ability to evoke emotions and create a connection with audiences, making it a truly impactful form of art.

In short, cinema is a significant form of art and entertainment that has a wide-ranging impact on society, culture, and the economy.

Activities :

1. Create a short film (2-3 minutes) on a topic of your choice, focusing on the different elements of cinema (such as story, character, cinematography, sound, etc.).

2. Write a script for a fictional film about a real-life historical event, incorporating the different elements of cinema.

3. Analyze a film of your choice and discuss the following elements: storyline, cinematography, sound, acting, and special effects. How do these elements contribute to the overall impact of the film?

4. Create a short film that explores a social issue and the impact it has on society. How does cinema play a role in addressing and raising awareness about important social issues?

Negative impacts of cinema:

1. Encourages violence and crime: Some films contain scenes of violence and crime that may have a negative impact on viewers, especially children and young adults.
2. Reinforces stereotypes: Cinema often reinforces negative stereotypes and reinforces gender, racial, and cultural prejudices.
3. Promotes materialism: Many films focus on wealth and material success, encouraging a culture of materialism and consumerism.
4. Distorts reality: Cinema often portrays a distorted version of reality, which can lead to unrealistic expectations and a lack of appreciation for real-life experiences.

5. Addiction: Cinema can be addictive and can lead to individuals spending excessive amounts of time watching movies instead of engaging in other activities.

Positive impacts of cinema:

1. Educates and informs: Cinema can educate and inform audiences about different cultures, historical events, and social issues.
2. Provides entertainment: Cinema provides an enjoyable form of entertainment for audiences of all ages.
3. Promotes creativity: Cinema encourages creativity and artistic expression, which can have a positive impact on individuals and communities.
4. Brings people together: Cinema has the ability to bring people together and create a shared experience.
5. Supports the arts: Cinema is an important component of the arts, supporting the livelihoods of actors, directors, and other creative professionals.
6. Builds empathy: Cinema can help build empathy and understanding by allowing individuals to experience different perspectives and emotions.
7. Stimulates imagination: Cinema stimulates the imagination and encourages individuals to think creatively and critically.

Short Films:

A short film is a motion picture that is shorter in length than a typical feature-length film. Short films can range in length from a few minutes to about 30 minutes and can be made for a variety of purposes, including as part of a larger film project, for festivals, or for educational purposes.

An example of a short film could be a student film project, a film made for a film festival, or an animated film. Short films can explore a variety of themes and styles, from comedy and drama to animation and experimental film. They can also be made using a range of production techniques, from live-action to stop-motion animation.

Documentary:

A documentary is a type of film that presents facts and information about real-life events, people, or issues. Documentaries can range in length from short films to full-length feature films and often aim to educate, inform, and raise awareness about their subject matter. Documentaries can be made in a variety of styles, including observational, interview-based, and reenactment-based. They can be informative, educational, or thought-provoking, and they can present a balanced or biased view of their subject matter.

An example of a documentary could be a film about a particular person, place, or event, such as the life of a musician or the history of a city. Documentaries can also examine larger issues, such as environmentalism, human rights, or political movements. They can use a variety of techniques to tell their story, including interviews with experts and eyewitnesses, footage of events and places, and dramatized reenactments.

Activity:

See about 10 minutes of a film in a language that you do not understand. The film should be without subtitles and /or not dubbed in a language that you understand. Now, compares this experience with your normal film viewing experience. What was missing when you were watching a film in the language that you did not understand? What does it tell you about the nature of the cinema as a medium?

Intext Questions

Q1-How do movies impact our society?

Q2- Briefly write advantages and disadvantages of cinema.

Q3 How do you use film to educate, entertain, and engage audiences? How do you measure the impact of your films and evaluate their success?

Q4 Have you ever used cinema to tell a story or convey a message? Describe the process and the outcome.

<mark>Unit 10 : Public Relations</mark>

<mark>Unit 10 -Learning Objectives and Outcomes</mark>

Topics	Learning Objectives	Learning Outcomes
Public Relations 10.1 Introduction & Significance of Public Relations 10.2 Productions – Mock Press Conference 10.3 Press Release of Events 10.4Functions of DIPRO And PRO 10.5 Promotional Activities in organizations	• To enable students to understand the meaning and significance of public relations. • To enable students to understand the function of DIPRO and PRO. • To enable students understand the steps of doing press conferences. • To enable students to understand how the promotional activities play an important role in public relations in organizations	Students will be able to conduct mock press conference and will inculcate the skills needed to conduct a press conference Students will be able to organize an exhibition and realize that it needs lot of planning and resources

<mark>Introduction of Public Relations</mark>

Public Relations (PR) is the management of communication and relationships between an organization and its stakeholders. It involves creating and maintaining a positive image and reputation for the organization through effective communication and strategic messaging. PR professionals use a variety of tactics such as media relations, event planning, crisis management, and content creation to build and maintain relationships with stakeholders, including customers, employees, media, and the general public. The goal of PR is to enhance an organization's reputation and build trust with its stakeholders.

<mark>Significance of Public Relations</mark>

Public relations is significant because it helps organizations to:
1. Build and maintain a positive reputation
2. Communicate effectively with stakeholders
3. Manage crisis situations
4. Shape public opinion
5. Establish and maintain relationships with stakeholders.

<mark>Functions of Public Relations</mark>

1. **Media Relations:** managing relationships with the media and promoting positive coverage of an organization.

2. **Crisis Management:** developing and implementing strategies to respond to negative events or situations that could damage an organization's reputation.

3. **Brand Management:** creating and maintaining a consistent brand image and message across all communications and materials.

4. **Reputation Management:** monitoring and influencing an organization's reputation and image in the public eye.

5. **Internal Communications:** maintaining open and effective communication with employees to foster a positive workplace culture and enhance employee morale.

6. **Event Planning:** organizing events, such as product launches, press conferences, and charity events, to promote an organization and build relationships with stakeholders.

7. **Content Creation:** developing and distributing relevant and engaging content to target audiences through various channels, including social media and the organization's website.

Mock Conference

A mock conference is a simulated or staged conference or event, usually for educational or training purposes. It is a type of role-play exercise where participants assume the roles of conference attendees, presenters, moderators, or other relevant stakeholders and engage in a simulated conference scenario. The goal of a mock conference is to provide hands-on experience and training in conference-related skills, such as public speaking, event planning, media relations, or crisis management. It is also a useful tool for evaluating and refining event planning and communication strategies.

For example, a PR firm might conduct a mock press conference to train employees on how to handle media inquiries, handle difficult questions, and deliver clear and concise messaging. The mock conference would involve role-playing scenarios where employees take on the roles of both the PR team and the media.

The mock press conference might include a simulated event or announcement, such as a new product launch or a crisis situation, followed by a Q&A session where employees practice responding to questions from the media. The mock conference would provide an opportunity for employees to practice and refine their communication skills and receive feedback from the trainer or other participants.

This type of training can be beneficial for individuals or organizations looking to improve their public speaking skills, media relations, or crisis management strategies.

Activity:

Here's a mock conference activity-based question:

You are a PR professional tasked with conducting a mock press conference to train your team on media relations and crisis management. Your task is to:

1. Develop a scenario for the mock press conference, such as a product launch or a crisis situation.

2. Assign roles for team members, such as PR professionals, media representatives, and moderators.

3. Prepare and distribute background information and talking points for the mock press conference.

4. Facilitate the mock press conference, including the simulated event or announcement and a Q&A session.

5. Evaluate the performance of the team and provide feedback on their communication skills, crisis management strategies, and media relations.

6. Identify areas for improvement and develop action plans to enhance future performance.
7. Reflect on the overall effectiveness of the mock press conference and make recommendations for future training activities.

Mock Conference Dialogue Guide

Here's a guide for conducting a mock press conference dialogue:

1. **Preparation:** Before the mock press conference, create a scenario, assign roles, and prepare background information and talking points for the participants.

2. **Introduction:** Start the mock press conference with an introduction from a moderator, who will welcome the participants and provide an overview of the purpose of the conference.

3. **Keynote Address:** The keynote speaker, usually a company executive or representative, will give a speech to introduce the main topic or event being announced.

4. **Q&A Session:** The moderator will facilitate a Q&A session where reporters or participants can ask questions and the keynote speaker or other representatives can respond.

5. **Response to Crisis Situation:** If a crisis scenario is included in the mock press conference, participants should practice responding to difficult questions and managing the situation effectively.

6. **Wrap-Up:** The moderator will wrap up the mock press conference, thanking the participants and reminding them of the purpose of the exercise.

7. **Feedback and Evaluation:** Participants should receive feedback on their performance and identify areas for improvement. The mock press conference should also be evaluated for its overall effectiveness, and recommendations for future training activities should be made.

Note: It's important to have a clear and well-structured script for the mock press conference, to ensure that all participants understand their roles and objectives, and that the session runs smoothly.

Press Release

A press release is a written statement issued to the media, providing information about a product, service, event, or other development. Press releases are typically used by organizations to communicate with the public, and are distributed through various channels, such as newswires, online news websites, or directly to journalists and media outlets. The purpose of a press release is to generate media coverage, attract attention to an issue, or build awareness and interest in a product, service, or event. A well-written press release should be concise, clear, and newsworthy, and provide relevant information for journalists and the public.

Format of Press Release

The format of a press release typically includes the following elements:

1. Headline: A concise, attention-grabbing headline that summarizes the key message of the press release.

2. Dateline: A line that indicates the date and location of the press release.

3. Introduction: A brief introduction that sets the stage for the rest of the press release and provides context for the key message.

4. Body: The main body of the press release, which provides detailed information about the product, service, event, or development being announced. This section should be well-organized and easy to read, using clear, concise language.

5. Quotes: A quote from a key spokesperson or executive, providing additional context and insight into the key message of the press release.

6. Contact Information: Information on how journalists and members of the public can contact the organization for additional information or to arrange interviews.

7. Boilerplate: A brief statement that provides background information on the organization issuing the press release.

8. Conclusion: A closing statement that summarizes the key message of the press release and reinforces the importance of the announcement.

9. End of Release: The words "End of Release" or "###" that indicate the end of the press release.

It's important to keep in mind that press releases should be written in an objective, professional tone and should be free of marketing language or promotional content. The goal of a press release is to provide journalists and the public with clear and accurate information about a product, service, event, or other development.

Activity :

1. Write a press release announcing a new product launch:
   - What is the product, and what makes it unique or innovative?
   - Who is the target audience for the product?
   - When and where will the product be launched, and who will be in attendance?
   - What are the key features and benefits of the product?
   - What are the next steps for the product, such as distribution, marketing, and sales?

2. Write a press release announcing a charity event:
   - What is the purpose of the charity event, and what is the target fundraising goal?
   - Who is organizing the event, and who are the key participants?
   - When and where will the event take place, and what will be the schedule of events?
   - What are the key activities and attractions of the event, and how can people get involved?
   - How can people donate to the charity, and what impact will their contributions have?

Functions of DIPRO

DIPRO refers to the District Information and Public Relations Officer, who is a government official responsible for managing and disseminating information about government programs and initiatives in a specific district.

The main functions of a DIPRO include:

1. **Public relations:** The DIPRO is responsible for managing and maintaining positive relationships between the government and the public in the district.

2. **Communication:** The DIPRO is responsible for communicating information about government programs and initiatives to the public, including press releases, speeches, and other forms of public information.
3. **Event planning:** The DIPRO is responsible for planning and executing public events in the district, including government-sponsored events, press conferences, and community gatherings.
4. **Media relations:** The DIPRO is responsible for managing the relationship between the government and the media, including coordinating interviews and press conferences, responding to media inquiries, and managing the flow of information to and from the media.
5. **Crisis management:** In the event of a crisis or emergency, the DIPRO is responsible for communicating information to the public and coordinating with other government agencies to manage the situation.

Overall, the DIPRO plays an important role in promoting transparency, accountability, and effective communication between the government and the public.

Functions of PRO

A PRO, or Public Relations Officer, is a professional who manages and coordinates the public relations efforts of an organization. The PRO's main goal is to maintain a positive image and reputation for the organization, as well as to communicate effectively with stakeholders such as employees, customers, media, and the general public.
Some of the key functions of a PRO include:

1. **Media relations:** The PRO is responsible for managing the organization's relationship with the media and ensuring that media coverage of the organization is positive and accurate.

2. **Event planning:** The PRO may be involved in planning and executing events such as product launches, press conferences, and community events.

3. **Communication strategy**: The PRO develops and implements the organization's communication strategy, including the production of press releases, newsletters, and other forms of communication.

4. **Crisis management:** In the event of a crisis, the PRO is responsible for coordinating the organization's response and communicating with stakeholders, including the media.

5. **Reputation management:** The PRO works to protect and enhance the organization's reputation by managing its public image and addressing any negative perceptions or criticisms.

6. **Stakeholder engagement:** The PRO is responsible for engaging with key stakeholders, such as employees, customers, and the public, to gather feedback and ensure that the organization's communication efforts are meeting their needs.

Overall, the role of the PRO is critical in maintaining a positive image and reputation for the organization, and in ensuring effective communication and engagement with stakeholders.

Promotional Activities in an Organisation

1. Advertising
2. Sales promotions
3. Public relations
4. Personal selling
5. Direct marketing
6. Trade shows and events
7. Sponsorship
8. Influencer marketing
9. Loyalty programs
10. Content marketing.

Intext Questions

Q1 What Are the Duties of a PR Officer?

Q2 Why do you think Public relation is necessary for any organization?

Q3 Write any 3 functions of Public relation department of an organization?

Q4 Write the points to be considered while writing a press release

Glossary

Unit 1	
Transistor	a small piece of electronic equipment that is used in computers, radios, televisions, etc
Radio	a piece of equipment that is used for receiving and/or sending radio messages or programmes
Papyrus	paper made from the stems of the papyrus plant, used in ancient Egypt for writing and drawing
Revolution	a complete change in methods, opinions, etc., often as a result of progress
Monopoly	the control of an industry or service by only one company
Journals	a newspaper or a magazine, especially one in which all the articles are about a particular subject or profession
Mechanization	the process of introducing a machine to do something that used to be done by hand
Patent	the official right to be the only person to make, use or sell a product or an invention
Wireless Telegraph	an apparatus, system, or process for communication at a distance by electric transmission over wire
crucial	Refers to something that is essential, extremely important, or having a significant impact on the outcome or result of something.
subsequent	Refers to something that follows or comes after something else, either in time or in a sequence of events.
profound	Refers to something that is deep or intense in impact or meaning, often referring to emotions, ideas, or experiences that have a significant or lasting effect.
Paved	Refers to the condition of having a smooth surface, usually made of asphalt, concrete, or bricks, that is used for travel or transportation.
sophisticated	Refers to something that is complex, advanced, or requiring a high level of skill or knowledge, often used to describe technology, systems, or people.
Emulsion	Refers to a mixture of two or more substances that are normally immiscible, meaning they do not mix easily, such as oil and water, stabilized by an emulsifying agent to form a homogeneous mixture.

Unit 2	
Production Process	a method of using economic input or resources, like labor, capital equipment or land, to provide goods and services to consumers.
multiplicity	Refers to the number of different elements, elements of variety, or occurrence of something in a set or group.
Vastness	Refers to an enormous or immense size, extent, or amount of something.
centenarian	Refers to a person who is 100 years old or older.
Brochures	A type of marketing material, usually in a booklet or leaflet format, that provides detailed information about a product or service.
billboards	Large advertising signs, typically made of wood or metal, located in high-traffic areas, such as along highways or in busy commercial districts.
pamphlets	A type of small booklet, often used for advertising or informational purposes, that provides brief information about a product, service, or cause.
promotional	Refers to advertising, marketing, or public relations efforts aimed at promoting or improving the image of a product, service, or organization.
Manufacture	The process of producing goods and products, especially on a large scale, through the use of labor, machinery, and equipment.
Unit 3	
Linguistic	Refers to the study of language, including its structure, use, and development.
Profeciency	Refers to the ability to do something well or with a high level of skill, particularly with regards to a language.
Facilitating	Refers to making something easier, smoother, or more efficient, often by providing support or resources.
Marginalised	Refers to the condition of being excluded, ignored, or relegated to a secondary or insignificant role in a social, political, or economic context.
Literacy rate	Refers to the proportion of a population that can read and write, often used as a measure of educational attainment or development.
Demographics	Refers to the statistical study of populations, including characteristics such as age, race, gender, income, education, and

	occupation.
Boom	a period in which something increases or develops very quickly
Unit 4	
Audience	all the people who are watching or listening to any event
Potential	Refers to the possibility or capability of something to develop, become, or achieve something in the future.
Intrusive	Refers to something that is intrusive, meaning it interrupts or interferes with something else, often in a way that is unwanted or inappropriate.
Budget	Refers to a financial plan that outlines expected income and expenditures over a specific period of time, often used by individuals, businesses, and governments to control spending and manage resources.
Sponser	Refers to a person, organization, or entity that provides financial or other support for a project, event, or individual, usually in exchange for recognition or publicity.
customers	Refers to individuals or organizations who purchase or use products or services offered by a business.
Brand	the name of a product that is made by a particular company
Advertisement	a public communication that promotes a product, service, brand or event
Tagline	a catchphrase or slogan, especially as used in advertising, or the punchline of a joke.
Campaign	a plan to do a number of things in order to achieve a special aim
Target Audience	a particular group at which a product such as a film or advertisement is aimed.
Unit -5	
Spontaneous	happening or done without being planned or prepared in advance.
busking	performing music, dance, magic, or other forms of entertainment in public places for voluntary donations.
slapstick comedy	a type of physical humor that involves exaggerated and often clumsy movements, falls, and accidents.
mime	a type of performance art in which the actor communicates through gestures and movements, without speaking.

Clowning	a type of entertainment that involves comedic acts and exaggerated makeup, costumes, and behavior, often performed by a clown.
Amplification	the process of increasing the strength, volume, or clarity of a signal, sound, or message.
Marionette	a puppet controlled by strings, typically used in theatrical performances.
Transmit	to send or convey a message, signal, or information from one place to another.
Tangible	able to be touched or felt; real or concrete.
Susceptible	likely to be affected or influenced by something.
Disseminate	to spread or distribute information, ideas, or knowledge widely.
Analytics	the systematic computational analysis of data or statistics in order to extract meaningful insights and inform decision making.
Cyber bulling	the use of technology, such as social media and texting, to harass, humiliate, or threaten someone.
online harassment	the use of the internet to threaten, insult, or otherwise cause harm to someone, often repeatedly.
busker	a street musician
Puppetry	the art of operating puppets, typically either by strings controlled from above or by hand
Amplification	the act of increasing the strength of something, especially sound.
Traditional Media	Media that originated prior to the internet, including newspapers, radio, and broadcast television.
Unit-6	
Broadcast	to send out radio or television programmes
Cathode ray tube	a tube inside a television, computer screen, etc. inside which electrons produce images on the screen
mechanical scanning	Refers to a method of collecting data or information by using a machine or device that moves or scans a surface, such as a barcode scanner, optical character recognition (OCR) device, or medical imaging equipment.
dominant	more powerful

dissemination	the act or process of disseminating or spreading something
streaming	The technology of transmitting audio and video files in a continuous flow over a wired or wireless internet connection.
public discourse	Public discourse means any public method or forum through which people can voice their opinions and concerns regarding decisions and the decision-making process.
Reality show	a television show in which members of the public or celebrities are filmed living their everyday lives or undertaking specific challenges.
potential outcome	Refers to the possible or probable result or consequence of a certain action, decision, or situation, often estimated or calculated based on current information and assumptions.
Private Channels	Private channels are services where users can expect more privacy, such as private messaging or closed social media groups
Internet Protocol Television	IPTV (Internet Protocol television) is a service that provides television programming and other video content using the Transmission Control Protocol/Internet Protocol (TCP/IP) suite, as opposed to broadcast TV, cable TV or satellite signals
Unit-7	
Recency	state of being recent
Relevance	the degree to which something is related or useful to what is happening or being talked
ACRONYM	a short word that is made from the first letters of a group of words
Editorials	an article in a newspaper, usually written by the head of the newspaper
Evolved	to develop or to make something develop gradually, from a simple to a more advanced form
JOURNALISM	the profession of collecting and writing about news in newspapers and magazines or talking about it on the television or radio
Accommodate	to provide somebody with a place to stay, live or work
Proximity	the state of being near to somebody/something in distance or time
Unit-8	
agility	Refers to the ability of an individual, system, or organization to recover from stress, adversity, or change, or the ability to bounce back or cope well in difficult situations.

resollance	Refers to the ability of an individual, system, or organization to recover from stress, adversity, or change, or the ability to bounce back or cope well in difficult situations.
Photojournalism	the practice of communicating news by photographs, especially in magazines.
DOCUMENTARY	a film, television or radio programme that gives facts or information about a particular subject
Impartial	not supporting one person or group more than another; fair
Whilst	during the time that; at the same time as.
Portraits	a picture, painting or photograph of a person
RECREATIONAL	relating to things people do in their spare time to relax
Photolithography	a process involving the photographic transfer of a pattern to a surface for etching(printmaking process)
Landscape	a picture or a painting that shows a view of the countryside; this style of painting
Installation	the act of putting furniture, a machine, or a piece of equipment into position and making it ready to use
Aesthetic	concerned with beauty or art
Unit-9	
Cinematography	the art, technique or science of filmmaking, which includes the process of shooting and the development of a film
Prejudice	Refers to an unreasonable or unfair judgment or opinion about a person or group, based on their race, gender, religion, nationality, or other personal characteristics, rather than on individual merit or evidence.
Documentary	Refers to a type of film, television program, or written work that presents factual information or evidence about a particular subject, often with the aim of educating or informing the audience. Documentaries can cover a wide range of topics, from history and politics to science and the arts, and can be presented in a variety of formats, including interviews, reenactments, and archival footage.
Unit-10	
Press Conference	a meeting when a famous or important person answers questions from newspaper and television journalists

Encompasses	surround and have or hold within.
Mock	a practice that you do before the official one
Couponing	the distribution of coupons or vouchers offering discounts on particular goods or services.
Intention	what somebody intends or means to do; a plan or purpose
Spokesperson	a person who is chosen to speak for a group or an organization
Investor	any person or other entity who commits capital with the expectation of receiving financial returns

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