Session one- p1

what makes a story newsworthy enough to be published or broadcast

News: is information about current events. This may be provided through many different media: word of mouth, printing, postal systems, broadcasting, electronic communication, or through the testimony of observers and witnesses to events.

Common topics for news reports include war, government, politics, education, health, the environment, economy, business, fashion, and entertainment, as well as athletic events, quirky or unusual events. Government proclamations, concerning royal ceremonies, laws, taxes, public health, and criminals, have been dubbed news since ancient times. Humans exhibit a nearly universal desire to learn and share news, which they satisfy by talking to each other and sharing information.

So what makes a story newsworthy enough to be published or broadcast? The real answer is, it depends on a variety of factors. Generally speaking, news is information that is of broad interest to the intended audience, so what's big news in Buenos Aires may not be news at all in Baku. **Journalists decide what news to cover based on many of the following "news values":.**

Timeliness

Did something happen recently or did we just learn about it? If so, that could make it newsworthy. The meaning of "recently" varies depending on the medium, of course. For a weekly news magazine, anything that happened since the previous edition the week before may be considered timely. For a 24-hour cable news channel, the timeliest news may be "breaking news," or something that is happening this very minute and can be covered by a reporter live at the scene.

Impact

Are many people affected or just a few? Contamination in the water system that serves your town's 20,000 people has impact because it affects your audience directly. A report that 10 children were killed from drinking polluted water at a summer camp in a distant city has impact too, because the audience is likely to have a strong emotional response to the story. The fact that a worker cut a utility line is not big news, unless it happens to cause a blackout across the city that lasts for several hours.

Proximity

Did something happen close to home, or did it involve people from here? A plane crash in Chad will make headlines in N'Djamena, but it's unlikely to be front-page news in Chile unless the plane was carrying Chilean passengers.

Controversy

Are people in disagreement about this? It's human nature to be interested in stories that involve conflict, tension, or public debate. People like to take sides, and see whose position will prevail. Conflict doesn't always entail pitting one person's views against another. Stories about doctors battling disease or citizens opposing an unjust law also involve conflict.

Prominence

Is a well-known person involved? Ordinary activities or mishaps can become news if they involve a prominent person like a prime minister or a film star. That plane crash in Chad would make headlines around the world if one of the passengers were a famous rock musician.

Currency

Are people here talking about this? A government meeting about bus safety might not draw much attention, unless it happens to be scheduled soon after a terrible bus accident. An incident at a football match may be in the news for several days because it's the main topic of conversation in town.

Oddity

Is what happened unusual? As the saying goes, The extraordinary and the unexpected appeal to our natural human curiosity.

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Session one-p2

HOW TO WRITE AN OPINION PARAGRAPH

An opinion paragraph is a formal piece of writing that supports a point of view. The purpose of the paragraph is to convince your reader to agree with you. By explaining a few key facts that support your opinion, you convince your reader that your opinion is true.

The main idea (opinion) is stated in the first sentence. The following sentences provide facts to support this opinion statement. The final or concluding sentence summarizes and restates the opinion.

Opinion Sentence

This is also known as a topic sentence. This sentence states your point of view.

Supporting ideas

These sentences give factual statements or evidence that support your opinion. In English studies the "facts" come from the text. DO NOT USE OPINION TO SUPPORT YOUR OPINION.

The supporting sentences should also explain how the facts support your opinion. Do not simply introduce an idea and then move onto the next. Be sure to explain HOW the fact or quotation proves your opinion to be true.

<u>You must provide at least 3 - 5 facts and show HOW they support your opinion.</u>

Conclusion

The conclusion or final sentence must close the topic. It sums up the facts and restates the opinion. DO NOT INTRODUCE A NEW IDEA OR OPINION AT THE END. Your concluding sentence should not contain any facts or arguments; simply sum up and restate your opinion.

What is a paragraph?

It is a group of sentences that introduces, presents and develops
One main idea about the topic. It can be divided into
Three major parts.

A. **The Topic Sentence**

•It is normally the first sentence of the paragraph.
•It shows the main idea of the paragraph. (Your opinion)
•It helps the writer focus on the idea written about.
•It helps the reader know about what the paragraph is all about.

B. The Supporting Details

•They are sentences used to support the main idea stated in the topic sentence.
They give more information about the main idea through examples.
•They say in details what the topic sentence says in general.
•They should be clear evidence that what the topic sentence says is true.
•They should be strong convincing points on which the topic sentence can rely upon.

C. The Concluding Sentence

•It is a reflection of the main idea stated in the topic sentence.
•It sums up what the topic sentence and the supporting details talk about.
•It is the closing sentence that reminds the readers of what they have to value.
•It is necessary for the paragraph unity.
•It eventually indicates the end of a paragraph.

Steps of Writing an Opinion Paragraph

1- Read the question carefully and make sure that you understand it well.
2- **Decide which side you will take** - do you agree or disagree with it? This will be your opinion.
3- **Get as much information as you can in order to support your point of view** - you will need facts to support your point, examples of why your opinion is the correct one.
4- **Make sure your main idea - your opinion about the subject - is clear and well stated**. For example:

5- **Give enough supporting ideas (at least three ideas with examples)**

6- **Write a clear conclusion which restates your opinion (the topic sentence)**

Editing your paragraph:

Now you are ready for the usual editing part of your writing. Make sure:

1. you have a main idea (Topic sentence)
2. your supporting points are directly related to the main idea
3. your sentences are in the correct order
4. your sentences are well written, with as few errors as possible

Sample opinion paragraph

The topic sentence:

Media nowadays becomes very important for controlling people's minds.

The supporting details:

It influences our daily life.

Many people depend on media as a source of information and knowledge.

Media also may mislead people by the policy of the channel.

- **The concluding sentence:**

Media may affect people and their minds if they cannot form an educated opinion.

In my opinion, media nowadays becomes very important for controlling people's minds. First, it influences our daily life. For instance, without media, people will be ignorant about what is happening in the world. It forms the public opinion, because people depend on media to get information about all the events in the world. Second, many people depend on media as a source of information and knowledge about many aspects of our life. For instance, It helps us get information about: politics, economy, diseases, nature and cultures. Third, Media also may mislead people by the policy of the channel. It may plant negative thoughts in our minds, So, we have to know its reality in order to form an educated opinion. Israeli media always portrays the Palestinians as terrorists, although they defend on their land. In conclusion, media may affect people and their minds if they cannot form an educated opinion.

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Media Reports

A media report describes in a1- short paragraph an event or product.2 A media report also conveys messages and gives us information we may require through the media. 3-A media report does not have any specific structure as long as the author responds to the WH questions. 4-By answering the WH questions, the audience has all the important information related to the product or event.

The WH questions are:

1. ***Where did the event take place or where is the product being marketed?***
2. ***When did it happen?***
3. ***What is the event or product being described?***
4. ***Why did it happen or why is the product relevant?***
5. ***Who is the targeted audience or who are the members involved?***
6. ***How did it happen or how is the product being communicated?***

By answering these questions in a paragraph form, you have supplied your readers with all the information required for successful communication.

Sample media report

- A 7.7-magnitude earthquake struck southern and central Turkey and northern and western Syria at 4:17 a.m. on February 6, 2023. At 13:24, a second 7.5-magnitude earthquake struck. As a result, numerous buildings collapsed under already difficult living conditions and extremely harsh weather conditions. As of February 21, 2023, the Ministry of Health (MoH) announced that 1,414 people had died, 2,357 had been wounded, and more than six million people were affected in Syria, including more than 300,000 displaced individuals. There has been significant infrastructural damage, with 276 buildings destroyed and more than 300 partially damaged, in addition to the complete destruction of 248 schools.

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What is Editing?

News stories come in from various sources. If you pick up your newspaper and just read the first page, you will find that it has stories which are credited to either individuals or news agencies like PTI, UNI, AFP, UPI, TASS and many more, or to the correspondent or reporter. These stories are tailored to the required shape and size by using the right kind of symbols and expressions with news sense in mind. And all this happens before they come to you. This process of checking stories for grammatical errors, syntax or sentence structure and style, facts and figures clarifying for easy understanding, and condensing for economy of space is editing. It also means writing the headlines, paraphrasing the story as per the style book of the organization, writing an attractive lead and allotting the story to a particular page

Why do We Need to Edit?

We need to edit because the first version is never perfect. The more you chisel the diamond, the sharper it gets. There are also other reasons listed below which will tell you of the need to edit.

• Because of lack of clarity in the writing the tone or mood may not be as it is intended to be. The story may not seem to be reader specific.

• There may be lack of space on the page and the story may be long. On the other hand, there may be lots of space but the story may be short.

• Spelling mistakes need to be located and corrected

• There could be grammatical errors. One would need to check the verbs, nouns, adverbs and other parts of speech for their positions and usage

• Syntactical changes, if required would need to be made.

• Adhering to the rule book or style book of the newspaper is necessary. Checking and cross-checking facts, numbers and names also has to be done.

• Writing headlines and subheadings, choosing appropriate pictures, and graphic representations need also to be done.

EDITING FOR DIFFERENT AREAS

Editing doesn't mean deleting your words - it is actually a skilled exercise to align your grammar correctly. And it also means giving the final shape to a programme on radio, a television programme, an internet story or a picture for publishing and telecasting. Editing print copy is not the same as editing a web copy. The text must wrap correctly, the kerning and leading must be perfect, the style cannot be compromised with and all this to manage two extra words of hanging text. The television and radio editing means not only editing the script but also editing the audio and visual components by using software specially created for this task. Let's take an insight into the editing processes for these media and photographs.

Session four

Public Relations

Definition:

Public relations is a strategical approach towards the creation of goodwill and brand image through developing a cordial relationship between the organization and its target audience. Every organization exists in a social, legal, political environment where it has to interact with different agencies and individuals.

For Example; The fragrance brand Old Spice innovatively captured the attention of the public towards its new cologne product called Captain.

The company noticed that the strong smell, which usually comes out of magazines, does not appeal to the readers.

Thus, the brand inserted a paper blazer within their published advertisement in the GQ magazine with a description of its benefit. It also humorously mentioned the drawback, which was that the blazer could not be worn in the rainy weather.

The advertisement was a center of attraction for the men since this particular product has a popular masculine fragrance. These public relations and **marketing strategy** took the target audience, including the media by storm.

PR is more than writing a press release

- In today's public relations field, professionals utilize more than the traditional press release. PR professionals commonly use social media outlets to convey their message to the public. Social media is changing the public relations industry as it allows businesses to communicate with a larger community. Instead of sending a message to just your local audience, businesses can now communicate globally. As the scope of public relations increases, professionals need to adapt and take advantage of new avenues to communicate with the public.

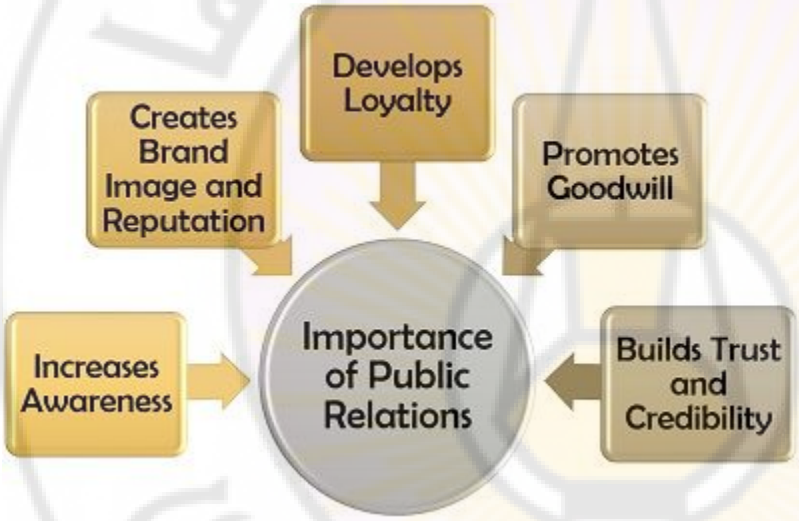
- Professional organizations in any field offer opportunities to learn more about current and upcoming trends in your profession. Such organizations are great opportunities for business professionals to gain knowledge on multiple topics through regular organizational meetings. These organizations provide knowledgeable speakers and resource links to assist professionals. A professional organization also allows you to network with individuals in your field and find out what other companies are doing to

enhance their public relations. Research an organization or attend a meeting before joining to find the best organization that meets your needs.

Importance of Public Relations

When a company is involved in manufacturing or buying of products and selling it to make some profit; What is the need for public relations? Why do companies invest so much in public relations practice? Why do they have a PR department? Why are the PR experts appointed?

To get the answers to the above questions, you must be aware of the need for public relations practice in **business**, so read below:

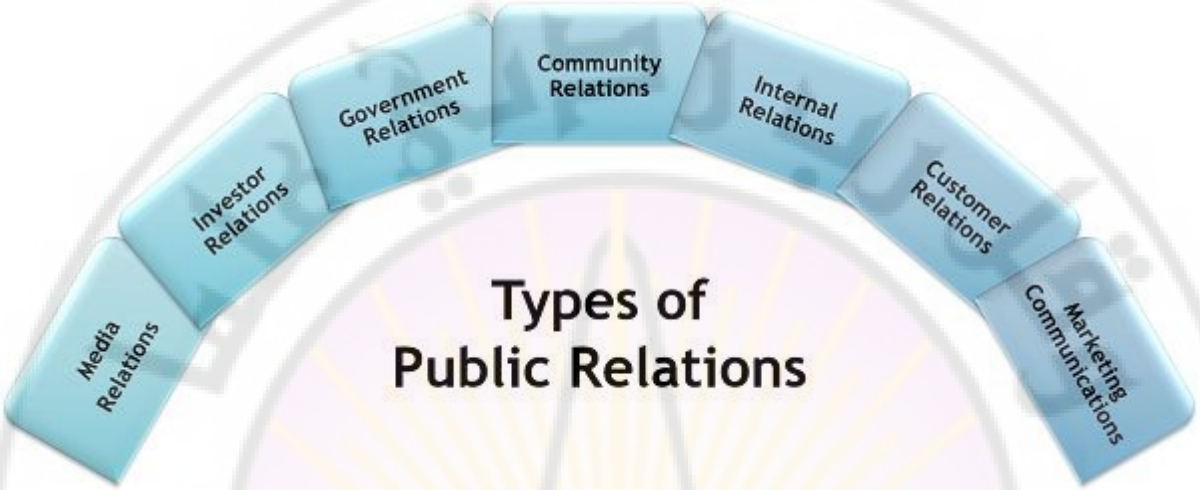


- **Increases Awareness**: The company and the PR department primarily focuses on spreading awareness by making people understand the product specifications and brand values.
- **Creates Brand Image and Reputation**: The company has a chance to improve its image and build up a reputation among the public through public relations practice.
- **Develops Loyalty**: The customers generate a loyalty factor for the brand because of an intense public relations practice. They tend to buy from the company repeatedly.
- **Promotes Goodwill**: In the long term, public relations practice paves the way for creating substantial goodwill for the company.
- **Builds Trust and Credibility**: The repetitive brand promotion, done in a way to align the company's objectives to those of the society and the target audience, develops trust and credibility among the public.

Types of Public Relations

Business communication leads to building up of strong relationships and healthy business practice.

Thus, the PR department and the PR experts are required to consider the following types of public relations for organizational growth:



1. **Media Relations**: The PR department collects information from the press or media sources while maintaining cordial relations with them. This data is used by the company to plan its **marketing strategies**.
2. **Investor Relations**: Investors are essential to the organization. Hence, the PR department keeps them informed, manages their events, releases financial reports and manages queries and complaints.
3. **Government Relations**: Adherence to various government regulations like **corporate social responsibility**, employee welfare, consumer protection, fair trade practices, etc. builds an organization's relationship with the government.
4. **Community Relations:** Society plays a crucial role in deciding the company's as well as the product's future. An organization needs to create a positive image of the brand by supporting social practices like say no to child labour, child education, equality, environmental protection, etc.
5. **Internal Relations**: Communicating with the employees and counselling them on their responsibilities, duties and actions helps in their better performance and long-term existence in the organization.
6. **Customer Relations**: Interaction with the valued customers and potential consumers is necessary to know their feedback, suggestions, interest and priorities. This data is required to prepare further business-related strategies.
7. **Marketing Communications**: The company uses different marketing strategies like brand awareness program, product launch, marketing campaigns, product positioning, etc.

Functions of Public Relations

The organization appoints PR experts, and some of the prominent organizations even have a PR department. It enhances the company's image, builds goodwill and attracts the investors, customers, media and other associates.

Following are the different ways in which a company performs public relations practice with the help of PR experts:

- **Product Publicity**: The company organizes brand and product promotion through sponsorships to gather customer's attention.
- **Press Relations**: The company uses the press or the media to provide information about the product to the customers.
- **Lobbying**: The PR experts communicate with the government officials and the legal department to support the favourable regulations and defeat the unfavourable ones.
- **In-House Journals**: The brands launch their magazines and booklets to promote the products among the customers. It also publicizes the annual reports, newsletters, websites, brochures and annual reports to capture the target market.
- **Corporate Communication**: The PR department is continuously engaged in providing information about the product and the brand through internal and external communication.

- **Special Events**: The PR experts organize events such as charity event, promotional events or contests to capture the attention of the media.
- **Public Service Activities**: The companies often stand for social causes. They invest their time and money and ask their employees to support such causes. This indirectly enhances public relations in the organization.
- **Counselling**: At the time of product failure or poor performance, the PR department provides suggestions and advice to the management.

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Steps Guide to Social Media Content Creation

Social media is all about the content. But if you don’t do social media content creation right, you are bound to fail.

What *value* are you providing?

Marketers often question: Why is my engagement low? How do I better connect to my audience?

Well, a good **content strategy** is the key to a **successful social media presence**!

You build close relationships on social media by frequently interacting and engaging with the audience, but also by providing **valuable content**.

In turn, this content strategy helps to guide your actions so you know which metrics to consider when you're evaluating your performance at the end of the month.

1. Research your audience and decide the content you want to publish

Just staying "active" on social media with sporadic updates isn't enough anymore.

The first step of creating an effective content strategy is researching, curating and creating content that's relevant, engaging, and informative. It is essential to evaluate company goals, create and distribute content on the right platform at the right time.

Dig deep into your brand values and research your audience.

Step into their shoes and try to understand them: What motivates them to make their purchase? What are their daily challenges and business goals?

Set clear content goals that align with your overall marketing strategy. The more specific your goals, the more it'll help to tailor to social media posts.

While your content strategy is likely to evolve as your brand grows, it's important to maintain consistency. This will help you understand your audience better. Keep building a customer persona of your target audience (demographics, psychographics, content preference) and note which platform your posts excel in.

Note: Keep in mind that it's quite unrealistic to assume your posts are going to perform well everywhere! With these insights, you can allocate resources to the platform that suits your brand most – in the future campaigns.

2. Create a content calendar with scheduled publication dates

After you have outlined what you hope to achieve, it's time to work on a content calendar.

But first…

What is a content calendar?

Content calendar is a plan of when and where you schedule your posts. This can be as simple or complex as your brand needs it to be.

For a social media manager, maintaining a content calendar will let you plan ahead and batch your posts to save invaluable time. It's the best way to make sure you never have to waste time

scouring through trending news articles everyday. This approach will also help your brand be consistent, rather than being unreactive.

Populate your content calendar with posts ahead of time to maintain a consistent presence on social media. Showing up on newsfeed everyday will lead to higher engagement, and high organic reach. You can even strategically observe global trends that are relevant to your industry!

If you're disorganised, you might forget some things. A Content Calendar makes sure that nothing falls between cracks!

Pro tip: Similarly, you also do not want to spam your audience. Here are some suggestions for the optimal frequency for each day:

Note: Evaluate your analytics to find the best time to post on social media (which will be discussed later on!)

3. Decide which content types you and your team will create

Social media platforms are like apples and oranges. They're *not* the same and definitely should *not* be treated equally.

Each platform has its own audience. Content that may work on one platform may not necessarily work on the other. This may also affect how your posts perform!

While building a content strategy, note that your content won't be suitable for each social media.

Let me give a quick snapshot of what each platform expects:

Social Media Platform	**Content**
Facebook	Emotion-driven content, videos, curated posts
Instagram	High-resolution pictures: trends, lifestyle
Twitter	Live events, News, GIFS, opinion

LinkedIn	Company culture, news, related jobs
Pinterest	Step-by-step guides, infographics, aesthetic style

The kind of content you share has the potential to convert potential leads into brand advocates. With the right content, people will be excited and looking forward to your content, ultimately making them more engaged when you post.

To break away from traditional style tweets, brands can also use humour:

That is why it's quite challenging to think of unique and fresh content ideas that keeps your audience wanting more!

Read on for the most popular type of content your team should consider publishing:

Blog Posts

Content marketing involves providing value to your audience in an informative, yet strategic way. 70% of the marketers actively invest in content marketing, so it's definitely worth investing your resources in.

The primary purpose of content marketing is to establish trust, and develop brand authority. How does this work?

Research the targeted keywords with a Google rank checker, evaluate where your company falls short and then determine the content that's required to fill the gap. Distribution of the content is also essential.

You can keep in mind the marketing funnel while creating different kinds of content:

- **Awareness Stage:** Informative content (how-to guides, webinars)
- **Consideration:** Comparison charts, listing features
- **Conversion, Loyalty:** Instructional videos, Product videos, Demo Interviews
- **Advocacy:** Loyalty events, brand ambassadors

Pro tip: Remember to include share buttons on your posts so your readers can distribute your content on their social channels!

You can also encourage people to engage with the posts by asking questions, or sharing their opinion of the posts. Reposting or responding to people who have shared your content is also a good social strategy.

Infographics

Infographics are a mixture of content, data and graphic design that allow marketers to communicate complex information in a captivating graphic. Infographics can be an excellent tool to help your content cut through the noise. We, as humans, love facts, statistics, figures. If it's appealing enough, this visual content will be an effective content strategy.

Videos

Video is the future of marketing – they're memorable, engaging and more popular than any other kind of content. Viewers remember 95% of the idea of the video (as compared to only ten percent in text).Giving the stats of YouTube as of now, almost 5 billion hours of video are consumed there every day! It is also estimated that videos will drive 82% of the consumer traffic by 2022! Hence, you can increase your reach, engagement, and conversion by including video in your content strategy.

These videos can include:

- Stories (Instagram, Facebook, LinkedIn, Twitter, Snapchat)
- IGTV
- YouTube (Product demos, Interviews, Explainer, Ads, V-logs, Previews and teasers)
- In-feed videos
- Webinars
- Live videos
- TikTok

Tip: Upload native videos on Facebook, Twitter and LinkedIn to increase engagement! (i.e. Instead of sharing a YouTube link!)

4. Write down your social media copy for your posts

Keep in mind the brand guidelines and what you hope to achieve from each social network. While LinkedIn calls for long, meaningful content, Twitter expects you to summarize your thoughts to only 280 characters per tweet. Tailor your copy with respect to each social platform.

Seek to engage your audience by encouraging them to join the conversation. Don't forget the *social* in social media. Build to establish a two-way communication!

Most importantly, as you write your social copy, remember to ask readers for their feedback:

- Let us know what you think in the comments!
- Like if you agree.
- Share and tell us your story!
- Which feature did you like the most?
- Save this post for later

5. Schedule your content on social media

Now that you have planned your content and copy, the next step is to schedule your social media posts in advance.

You can plan your content with the help of social media management tools in advance (even up to a year!)

This helps you monitor all the content you're going to post (while keeping track of important social media days in advance.) Also, that means whether or not you're taking a day off, your content is going to post by itself! .

You can even build your audience in different timezones. If your SaaS business is targeting customers in North America, while you're situated in Australia… Well, worry no more.. Your content will be auto-scheduled to post in their timezone when you're (literally) sleeping!

6. Respond to comments on your published content

Even after you share your content on social media, the work isn't done! Being a responsive and socially active brand in 2020 means that you need to be prepared to handle customer support from a wide array of channels. Since social media is the most accessible and easiest platform for some users, always be on your toes for an influx of queries to come your way!

Your ultimate goal for content creation on social media is to make the service easier for your customers.

Providing Social Customer Support increases brand loyalty, sales, retention and reduces churn. For 33% of those under the age of 25, social media is the primary mode of communication with brands. Furthermore, 81% reported that they expect a reply from social media within one day.

Social support does not only address the person with a query, but it's also a nod to anyone on the internet reading your posts. Since it's public, not responding well is a slippery slope! Respond to every message you receive, as only responding to selective customers, or not responding at all, may shed a negative image on your brand.

7. Analyze engagement and metrics for the published content

The last step is to prepare a simple, easy-to-understand social media report that shows everything you've accomplished. With the never-ending social media metrics, this might seem perplexing to wade into. Although if you have established and documented your content marketing objectives in the beginning, the results will be easy to juxtapose with intended goals.

In other words, your social media goals determine the metrics you want to measure. For every goal, you need to have a metric you're measuring its performance against. Ultimately, this is important because it determines how your content creation strategy is impacting your overall business.

For instance, if your social media goal was to increase brand awareness, you can measure the total number of new followers, total new likes, or website traffic.

You can use in-built Facebook or Instagram Analytics, or use a third-party tool. In the later, your analytics performance report can look like this:

This quick snapshot will help you gather the success of your content in each social media platform (which as we discussed in the beginning, will differ!

Fortunately, the results from this campaign can also help you determine the best time and day to post, which content resonates with your audience most, and which platform is most suitable for your brand.

Based on your insights, it also helps to guide your actions for the future.

Conclusion

You can't expect to make a perfect content creation strategy in the first try. You may realise the inefficiencies after a while. You may realise some content is more successful with regards to others. You can tweak your strategy based on the results.

As your brand evolves, reevaluate your content accordingly to come up with the best social media for your team. Soon enough you will come to realise how these simple social media management techniques have amplified your marke

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Session five

Tips to Record Voice Overs

What is a voice over?

A voice over recording (often just “voice over”) is a person speaking (but not seen) during a video — often describing, highlighting, explaining, or providing additional context to what a viewer sees.

It’s often confused (or equated) with narration. And, while they are similar, they are not quite the same thing.

Narration is a specific type of voice over that describes all of the on-screen action, often telling a story based on what’s happening.

Non-narration voice overs are more common with instructional, informational, and educational videos, while narration is more commonly used for entertainment.

An easy way to think about it: All narration is a voice over, but not all voice overs are narration.

Voice-over will be your video personality and also your identity. Voice-over will spice up or cool down the script that you set to be read.

You will read your script in a humanistic voice. With careful pacing while minding the intonation.

The underlying principle of voiceover is, the voiceover explains what might be overlooked in the visual, such as tone, mood, etc. while incorporating personality, reliability, and quality.

In contrast, the visual conveys what the voiceover can't quite deliver with words alone.

In other words, voice-over is vital to bridge the sentences written in the form of script and visuals, making it alive.

While a fine voice-over gives your videos a particular portrayal of mood, feeling, authority and credibility.

Some might think the auditory portion of a video takes a smaller share as compared to the visual proportions, but that's not true.

Most of us will likely stop watching a video with bad audio and lower-quality video.

Audio and visual are these two factors that run integrally. Voice over is not an added element for your videos. It will be a significant contributor, and here is why.

Voice-over will be the element that binds the structure together. It will be the backbone that supports the overall structure of your video. Hence if your foundation is not well built, even your excellent voice-over recording won't save you.

That's why doing voice-over is a bit crafty to pull.
Voice overs require more than just getting a microphone and talking. They are about transmitting a message and making the listener feel something.
Whether you're voicing a character or announcing the latest smartphone, the main goal of professional voice overs is to always get information across effectively, while bringing the listener in and making them feel comfortable with your voice.

1. Warm Up Your Voice

Before grabbing your microphone and hitting the record button, there are certain things you can do to ensure your recordings will sound professional.
Start with some breathing exercises, then sing musical scales. You can watch the tutorials that Eric Arceneaux has on YouTube. He's a vocal coach and has a very effective and simple way of explaining these warm-up exercises. Go check him out!

2. Audio clarity and volume

The clarity of your voice and a comfortable volume may be the most essential parts of great audio. If your voice over recording is fuzzy or muddy sounding, it will be difficult for people to understand. Audiences will be distracted and unable to absorb the information or may simply move on. Either way, they miss your message and you miss an opportunity to share what your knowledge.

Similarly, if your audio's volume is too low, it may be difficult for people to hear. Too loud and you risk annoying distortion.

3. Pacing

Ever talk with someone who has a really exciting story to tell, but they're so excited about it that they rush through it and when they're done you can't even remember what they were talking about? Or, someone who drones on and on with no end in sight, threatening to put you to sleep?

This is pacing. Too fast and your audience won't know what hit them. To slow and they're likely to get bored. The best voice overs have a natural and deliberate pace. Start with a script and practice it before you record to help you speak at a more natural pace.

And remember, pacing also includes things like pausing occasionally to take a breath, for effect, or just to give them listener a break to process important information.

4. Vocal tone and inflection

Like pacing, vocal tone and inflection refer to ensuring you speak in a natural and pleasant manner. You want to be friendly and engaging, but not so much that you sound fake.

No one wants to sound like a game show host. But, you also want to avoid monotone robot voice which, like pacing that's too slow, can be boring and off-putting for listeners.

5. Pronunciation

The final element of great voice over work is ensuring that you pronounce each word correctly and that you speak clearly enough to be understood. Avoid mumbling — but don't shout or over-enunciate, either.

Don't worry, though. No one expects you to sound like a professional voice actor. The best thing you can do is speak naturally and clearly and the rest will follow with practice.

6. The Script

It's a great piece of advice to familiarize yourself from the beginning with what you are about to record. Chances are, the producers will have a well-crafted script for you, but if you are working solo, you might have to be the one writing the script.
Talk to the client. What do they want to say? Do they have a script for you, or do you have to write it yourself? If you write it, make sure you send the script to the client for approval before hitting "record." This will save you a lot of time rerecording your voice overs later on.
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7. **Watch the Video Several Times**

As I mentioned before, the earlier you can start to get familiar with what you are about to record the better. Ask your client if you can see the video before getting to the studio. If you can't, ask them for a few minutes to watch the video before you start recording.
This is a great time to start getting into character. Remember, doing voice overs is just like doing voice acting. This is also a good time to practice your script.

8. The Role of Your Voice – Your Tone

There are two types of tones you can use when doing voice overs; the 'Conversational' and the 'Hard-sell Announcer.' The conversational tone is more intimate, it speaks directly to the listener, and it is usually a relaxed, low-pitch voice.
The Hard-sell Announcer is more joyful, he is trying to convince you of something, and usually speaks at a faster pace and a higher pitch. Decide which approach you're going to take before you start recording.

Related Post: Why Subtitling is Better Than Dubbing: Every Single Time

9. The Gear for Your Voice Overs

If you're lucky enough to record your voice overs at a professional studio, you don't need to worry about the gear, as they probably have the best gear in the market. Yet, if you are like me, you are probably recording your voice overs in the closet!
Having decent recording gear at home is crucial if you want your voice overs to sound professional and to land more paid gigs.

10. Take Care of Your Voice

Your voice is like your instrument so take good care of it. Avoid smoking at least three days before the recording day and make sure that your body is sufficiently hydrated so your voice doesn't crack.

11. Watch the Video While You Record

Make sure you can see the pre-shot video from your voice overs recording spot. This will allow you to follow the character in its voice inflections, physical movements, or to simply transmit the emotion that he is feeling at a certain part.

12. Always Record Standing Up

Your body has more capacity for unrestricted airflow when you are standing up, rather than sitting down. This body posture will help you project your voice better and it will come across in your voice overs.

13. Record in A Silent Environment

The last thing you want is the sound of a roaring airplane engine in your voice over recordings! So, think about your recording environment first. Of course, there are situations that you can control, with some isolation and acoustic treatment. Yet, if you live beside a train station, I recommend you go record your voice overs somewhere else.

14. Speak "Larger Than Life"

Imagine you are in a large room with a big crowd, and you have no microphone but you need to make sure the people on the back will hear your speech loud and clear. What would you do? You'd have to project your voice! That's exactly what's needed of you when recording voice overs.
Voice projection is a solution to not talking loud enough. Now, don't get me wrong, projecting the voice is not the same as yelling! When you project your voice, you push the air out from your diaphragm creating a loud sound. This will make your voice overs sound awesome.

15. Less Is More

Adding too many words to a video might kill the flow. Imagine an earth documentary where the narrator never stops. He might ruin the majestic takes over the Kilimanjaro. So, remember that less is more in your voice overs and keep your words to a minimum.

16. Try Multiple Line Readings and Voice Inflections

Don't just stick to the first take you get, record again and add a variation. Maybe the second time try to add a pause or change the tone of your voice. See what results your get from experimenting.

17. Learn A Bit About Sound Engineering

If you learn how to play with Equalizers and effects you can get your voice to sound way better with a few tweaks here and there. Your voice overs will be in high demand and you'll certainly get repeat bookings.

18. Speak Clearly

No matter how fast you need to go, clarity is key if you want to get the message across. Also, make sure you have the right pronunciation for every word.
16. Be Confident – Mean What You Say

"*Mmm hi, my name is George… Mmm, nice to meet you…"* I'm sorry George, but no one is going to pay attention to you unless you start sounding more confident. Sounding confident in your voice overs is imperative, so if you don't feel confident, fake it till you make it!

19. Be Humble

Surround yourself with great people and try to learn as much as you can from everyone and from every situation. If you get corrected by a producer, try not to take it personally. Instead, try to see their point and correct when needed. Constructive criticism is always useful when it comes to improving your voice overs.

20. Read Out Loud Every Day

This is a daily habit that will help you improve your voice overs and your speaking skills dramatically, so, get into the habit, as it will certainly pay off!

21. Enjoy It

Love what you do and enjoy as much as you can. After all, this is probably one of the coolest jobs in the world. Remember that not everyone gets to do what they love. Recording voice overs is fun, so remember to enjoy it!

22. Smile

Last but not least, the tip that you wouldn't think will make a huge difference, but it does. To really measure the impact of a smile in your voice overs, try saying something into the microphone and record it. Then, say it again, but this time with a big smile on your face! Which recording sound more appealing? You let me know in the comments.

Damascus University

Session three

How to Make a Documentary

documentary filmmaking can be one of the most challenging yet rewarding projects a videographer can ever be involved in. Some aspiring filmmakers think that making a documentary film is as easy as having a good concept or idea, recording video footage, and showing it to a small audience. But there's definitely a lot more that goes into the filmmaking process, aside from an artistic eye and technical know-how. Below, we'll teach you how to make a documentary.
We've listed the most important tools, as well as some basic guidelines, that you'll need for your documentary filmmaking journey.

10 Steps on How to Make a Documentary
With at least your video camera ready for filming, you can follow these steps to help you create an impactful documentary that your audiences will truly enjoy.

1. Conceptualize Your Topic and Finding the Story
Think of a subject or topic that you really care about. Chances are, you already have a concept that also encouraged you to make documentaries. It can be anything under the sun, as long as there is an audience for it. Here are other things you may need to think about in order to determine the content, tone, length, and even the filming style of your documentary:

- Your documentary's purpose
- Your target audience
- Where the documentary will be shown (web, broadcast, or cinema)
- Filming location
- How big/popular you want the film to be

Do Some Research
Now that you have chosen the subject of your documentary, learn everything that you can about it. Unlike regular cinematic films, documentaries need to be based in truth.
There are probably hundreds of other documentaries that explore the same subject, so you'll need to find a different angle, gather new facts, and search for interesting characters and possible storylines. Don't forget to:

- Take notes during your research
- Ensure accuracy
- Conduct initial interviews
- Check out similar documentaries

- Go for an interesting, emotional, and/or inspiring angle
- Include key points that will resonate with your audience

2. Select Essential Camera Equipment for Making Documentary

Before you can start working on your documentary, you'll need to assemble your camera equipment. Your kit can get as complex as you'd like, but the most important equipment includes the following items:

- Camera: You can use DSLRs, mirrorless cameras, camcorders, action cameras, and even smartphones to record footage. For the best versatility, pick a camera that lets you change lenses and settings.
- Microphone(s): At a minimum, you'll want a shotgun mic, but many documentary filmmakers rely on lavalier mics as well.
- Tripod with video head or gimbal: A tripod or other camera support will make your shots smoother and more professional.

3. Plan the Production and Story Structure

This is the part where you can create a more detailed plan for shooting your documentary. With all the necessary information at hand, think about how you're going to present your story. Determine your core story points, compelling elements in your story, primary characters, storytelling structure, and general storyline.

Depending on the direction of your story, you may have to shoot all-original footage and create moments or include existing footage and other materials that can help you tell your story. Consider these factors early on to help you prepare for everything that you'll need for the execution of your shoot.

4. Create a Budget

This step may not seem important for small, one-man crew documentaries, but creating an overall budget allows the documentary filmmaker to determine just how far they can go to improve their output without going overboard. For both small-time and big picture documentaries, important factors for budget planning usually include the following:

- Equipment and studio costs
- Liability insurance
- Production crew
- Copyright fees
- Location permits
- Props
- Catering
- Post-production editing
- Marketing expenses
- Distribution costs

This can also be the perfect time to look for sponsorships and plan fundraising activities if you wish to increase your budget.

5. Make a Shot List

As in feature film productions, you'll need to create a storyboard or write a script that you can follow once you start shooting. A general outline for the final output would do, with the order of the preferred direction of the story determined, a shot list laid out, locations and respondents listed down, an initial list of interview questions, as well as a proposed plan for the opening billboard (OBB) or intro and closing billboard (CBB) or outro. Also, decide which of the existing documents and materials you wish to take videos of and include digitally during editing.

There's no need to write the script for your narrative at this stage of the filmmaking process. Should you choose to add voice-overs to make viewing more intimate for your viewers, it's important that you wait until after the final product has been approved so you don't limit the filming of your documentary to a predetermined narrative.

6. Secure Legal and Copyright Permits

Before you start shooting and using existing material, don't forget to follow the legal guidelines set for documentary filmmaking. This includes obtaining rights for the use of footage, music, and other materials that are bound under strict copyright laws. As much as possible, use your own music to avoid having to spend time, effort, and money—unless there's a very important reason why you have to use somebody else's.

7. Schedule the Shoot

With so many factors involved in the process of documentary filmmaking, you'll need to make plans that will help eliminate unexpected problems that can delay your production and affect your set budget.

Here are some things to consider when scheduling the shoot:

- Arrangement of travel plans for on-location shoots
- Call times and assignments for production crew
- Scheduling of interviews with respondents
- Obtaining permission to film existing materials and documents
- Coming up with back-up plans
- Filmmaking and editing timeline

8. Start Shooting

When deciding on the filmmaking equipment to use for your documentary, consider how you want your film to be viewed. You'll definitely need to use a higher resolution camera if you want highly detailed footage, as well as a different lens focal lengths for varying types of shots. Establishing shots, for example, are crucial to put your scenes into context

and to avoid confusing your audience with regard to the story's timeline. With that said, you may also want to figure out what filming techniques to use in order to achieve your desired footage.

During filming, don't forget to conduct interviews with relevant respondents to provide credible support for your message. Capture everything that you need to feature, including existing materials (like important pieces of evidence) and some real-world footage (like people in their daily lives) to strengthen your documentary.

If you're featuring a historical topic, it may help to film re-creations so as to give your audience an idea of how relevant figures felt during the time of the historical event and how much has changed since then.

9. Edit Your Video

Once you've gathered all of the necessary audio, video, and other digital material that you need for creating your documentary, it's time to start editing your video.

Using your computer and video editing software, you can start importing your clips in a sequence. The first obvious step is to arrange your captured videos chronologically according to your proposed documentary timeline. If you're doing the editing yourself, consider doing it like the pros do: mix it up with fast and slow parts to create a more exciting and dynamic viewing experience.

Once all of your footage has been laid out, clip and trim your videos as needed. Eliminate any unnecessary footage that can bore your audience and does nothing to contribute to your original idea. Polish the final video by ensuring that your scene sequences are in the right order and adding effects to keep transitions smooth.

Image via Shutterstock

Finally, add all the necessary text, graphics, old footage, other existing digital material, music, and voice-overs.

10. Share Your Documentary

After the long hours of planning, filming, and editing, it's finally time to show off the amazing result of your hard work and creativity. The next good problem that you will have to face is the choice of where you will be showcasing your work. If your final output is fairly high in quality, you'll have more options, but it may also depend on your budget.

You can start by doing a free screening for your closest friends and family. Get their reactions and have those with a wide social reach write online reviews for your documentary. You can then start marketing your film for free on YouTube and social media sites, with old-fashioned print ads, and via word-of-mouth. It may also help to create a trailer that will add intrigue to your film without giving too much of it away.

If you really think your film deserves to be marketed further, based on positive initial reactions and reviews, you can hire a professional distributor to help bring your film to a

much larger audience. You can also consult local TV stations and other film distribution outlets for possible tie-ups and referrals

.

What are the Five Elements of a Documentary?

Successful documentaries generally feature five key elements. Each element represents an important storytelling tool, leading your audience to understand and relate to your subject matter. By using a combined approach, your documentary will feel rich and varied while providing plenty of information. The five elements include:

- **Interviews:** Direct interviews with experts provide important information and context for the subject matter.
- **Cutaways**: This footage will serve as stationary footage, or B-roll, for helping to create mood and give more insight about locations and subjects.
- **Archival Footage**: Connect subjects in the past to the present with archival images and footage.
- **Cinema Verite:** Live action footage relating to your subject matter will provide additional context, letting the audience watch the concepts of the documentary play out in real time.
- **Process Footage**: Behind the scenes content will often result in interesting educational experiences as the audience learns along with the filmmakers.

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Session two -p2

Tips For a Successful Media Interview

The media landscape is ever-changing, which is why it's important to implement strategies that will connect you to your audience. One of the best ways to do so is through media interviews. Not only do they provide a platform to share your message, but they also help put a human connection to the brand.

The opportunity for businesses to get their name in front of millions of people is powerful; whether you're connecting with a new audience or reconnecting with existing followers, media interviews are a great way to share your message while building credibility and authority. With interviews, you might not be directly selling a product or service, but you are offering insight and value into who you are and what you do. This is another reason why it's important to approach the interview as a messaging platform and not a selling one.

But not everyone is comfortable being the center of attention. The fear of public speaking is extremely common. Being a good spokesperson takes time and requires practice in order to feel relaxed and in control. Securing the interview is exciting, but for many, it's also scary.

Media training can and should be a part of every executive's toolkit. Not only can this help you understand journalists and their world, but media training also provides insight into what to expect and how to interact while helping to build confidence. Along with media training, there are additional tips you can implement beforehand to ensure your next media interview is a success.

1. Know your messaging.

Before heading into an interview, know your goals. What do you hope to accomplish? If talking about your message does not feel like second nature, you'll be doing more harm than good. You'll need to be able to deliver your messaging in a smooth and coherent way. There is a lot to focus on in an interview, and the last thing you want is to be stuck trying to remember your key points in the middle of the conversation.

Beforehand, ask yourself: What are two to three key messages you want to share? Then, memorize and continuously practice speaking those points. These messages should be positive and impactful; you want your message to resonate with your audience. Even if you wind up only discussing two out of three of your points during the interview, you will have at least shared some very concise and key brand messages.

2. Keep your answers short and simple.

The longer you speak does not mean the better the interview. People tend to lose focus quickly. The desire to digest information rapidly is what audiences are looking for. If you take too long to respond to an interviewer's question, you've likely already lost the viewer's attention. Another bonus to keeping responses short is that you'll be able to drive your key messaging home and then transition to additional topics you want to cover. This puts control of the interview in your corner.

Furthermore, remember to speak clearly, avoid filler words such as "um," and make your points simple and easy to understand. Leave out the jargon or words people don't typically use in everyday conversation. Speaking in terms that leave your audience confused makes it difficult for them to connect with you.

3. Use your silence.

This is a technique I find reporters use frequently. You wrap up your response and they sit quietly, thus making you feel like you should say something else. What often happens next is the interviewee starts talking to fill the dead air space. If you have information that adds value or you plan to transition the conversation to a new topic entirely, then by all means continue speaking. But if you're speaking just to fill the silence, reconsider. The last thing you want to do is fall into the trap of giving too much information.

4. Be in control.

This is your interview, and you want to ensure you control the narrative. It's your story. Interviewers are masters of sensing the perfect moment to jump in and ask the types of questions designed to provoke newsworthy answers. It's their job to dig up information that will grab the interest of the audience, and it's your job to ensure you're prepared.

5. Never lose your cool.

No matter how you feel the interview is going, it's crucial to remain calm. Never take anything personally, no matter how hard a reporter might try to goad you into answering uncomfortable questions or lead the conversation in a direction that will provoke you into giving newsworthy sound bites. And remember, when talking to a journalist, you're always "on the record."

6. Practice, practice, practice.

Preparation is key and will help you feel more at ease when speaking. This is an opportunity to share your vision and generate a positive impression of your business. But if you head into an interview unclear on how you want to convey your messaging, the pressure will likely feel even higher because you'll have to think quickly on your feet when responding to the interviewer's questions. Continuously practice until you're comfortable with what you want to say and, more importantly, the way in which you want to say it.

7. Be yourself.

Whether you're sharing a story, message or informative piece of information, you know it’s good, so be confident and enthusiastic in your delivery. Show the audience you’re passionate about what you're discussing. People want to know who they’re working with, and building that connection and showing your passion gives them the trust that you know your stuff. Media interviews are the platform in which to position yourself and your business as an authority within your respective field.

Remember, this is your moment, and you’re in control of the conversation. That means it’s up to you to engage the reporter, set boundaries and deliver a stand-out interview.

Session Two-p1

Interview

Definition of interview

Interview is one of the highly practiced techniques of gathering information in the field of journalism through a one-to-one conversation between an interviewer (journalist) and interviewee. Interviewee is a respondent and he or she may be a celebrity or a news source or an expert of any field or a victim of crime/disaster or an official of any organization or a distinguished personality. The interaction may occur in a studio or at any venue of mutual convenience or simply over a telephonic call or internet-based text chatting, but it is important to mention that interview is a conversation between two persons only. If the dialogue is not onto-one, it is not an interview; however, it may be either of any other appearance of a journalistic endeavor, like a panel discussion, debate, press conference or press meet. Information obtained in an interview is regarded as the most authentic and reliable piece of journalistic content, in so far as the personal opinion, views and perception of an interviewee is concerned. Although an interviewer actually executes the interview, but he or she is considered as a sheer facilitator, who conceives, plans, steers and processes every in and out of the interview, but is ideally not allowed to impose one's own opinion, views and perception to the final output at the end.

IMPORTANCE OF THE INTERVIEW

There are various formats for creating media content. A journalist plans and works differently on gathering raw material (information) that suits these different formats. As per specification of the subject matter, a journalist designs his or her course of action to craft an appropriate form of journalistic output to be delivered. In this framework, an Interview involves a special kind of pursuance to extract important and newsworthy of information through one-to-one conversation. In this process, a journalist tries to unearth hidden truths, ideas, opinion and views of a person, with whom he or she is having this interview. Importance of interview is it's liveliness that connects the audience to the content and appearance of the personality, in a way that the conversation between interviewer and interviewee becomes an integral part of audiences' personal memory, because in an interview they get thoroughly involved in the conversation. Also, in the process of an interview there is always a scope of revelation and sharing of some untold stories and thoughts by the interviewee.

BASIC TOOLS OF INTERVIEW: THE PREPARATION

An interviewer should be knowledgeable. He or she should have adequate knowledge of the concerned field on subject matter and that of an interviewee. He should be clear in views, have ability to design a conversation and should talk and behave politely. Above all, an interviewer should have good memory and interpreting ability. In addition to all these aforesaid qualities, an interviewer prepares well for obtaining and presenting a good piece of interview. This preparation is actually a compilation and collaboration of basic tools of the interview, which have been elaborated in the sections that follow. 7.3.1 Whom to Interview Purpose of the interview is to create valuable and newsworthy media content, but the first and the most important question before planning an interview is – Who is to be interviewed and why? Interviewee should be a source of valuable and noteworthy information. He or she may be a celebrity or a news source or an expert of any field or a victim of crime/disaster or an official of any organization or a distinguished personality. Selection of interviewee depends on nature and temperament of the program (in electronic media) and nature and temperament of magazine or page in a newspaper

(In print media). Apart from news sources or victims of a crime/disaster or an official of any organization, who are usually interviewed to enrich the news content, there is also a wide range of interviewees from the fields of politics, social work, arts, literature, sports, fashion, cinema, economics, commerce, industry and other miscellaneous domains, which shares their due space in the feature section of media. The audience connects with these types of distinguished personalities. They are informed, inspired and entertained by the content, appearance and total audio-visual impact (in electronic media) or verbal-photo impact (in print media) of these interviews of celebrated personalities. 7.3.2 How to Arrange an Appointment After determining name of an interviewee, most important and difficult task is to get him or her ready to share his feelings and opinions with you as an interviewer. In a case of interviewing for a news report, a reporter has to record the first-hand experiences of victims, but most of the time, victims choose to abstain from speaking. This can be due to trauma of victimization or fear of someone who may have stopped him or her from commenting or sharing their sufferings. Also, distrust on an interviewer and lack of confidence can restrict a possible news source from being a part of the interview process. In cases of interviewing interviewees from fields of politics, social workers, arts, literature, sports, fashion, cinema, economics, commerce, industry and other miscellaneous domains, getting an appointment of the distinguished personality is a tough task, because these personalities have a busy schedule of engagements and seriously lack the availability of free time to converse with an interviewer. Confidence and reliance in the role and representation of a journalist or Media organization makes the process of getting appointment easier.

An interviewer develops various links and contacts to approach such distinguished personalities for appointments. Interviewees are contacted through phone calls or e-mail to fix an appointment and venue of a prearranged interview. Journalists keep in contact with various Public Relation Organisations, who also help in arranging these appointments. On the other hand, sometime,

some celebrities approach a well-known interviewer or media organisation to offer his or her interview. This is done as a part of a Public Relation Drill or a promotion of any product, endorsed by these celebrities. This is a typical type of interview, in which a Public Relation Organisation becomes facilitator and interviewer does not have to worry about the Interview's execution except asking some fine questions from the interviewee and disseminating them to make the interview more lucrative. While taking appointment for interview, following points should be kept in mind– An interviewer should clearly communicate his name and a brief introduction to the interviewee. One should also make sure that the interviewee gets your contact details, which can be used in case he or she wants to call you back. The interviewee should be made aware of the media organisation and medium, where the proposed interview will feature. The interviewer should explain the purpose of the interview, elaborating the planned theme of the proposed interview.

If necessary, the deadline of the interview should also be conveyed, so that the interviewee can give an appointment beforehand. In case, an interviewee asks for a brief, written introduction of the theme of proposed interview, it should be communicated very promptly. After getting the appointment, an interviewer should e-mail a tentative planning of the interview. This planning should include date, time, venue, theme and duration of the interview. The interviewee must be aware of the mode of transportation to the venue. Who will arrange transportation of interviewee to the venue should also be made clear? On the pre-determined date of the interview, the interviewer should send a gentle reminder to the interviewee via a text message or e-mail, reminding of the scheduled interview in the day. 7.3.3 Research and Preparing for Interview It is advised to research well, before conducting an interview. In the due course of researching fundamentals of the subject matter for an interview, an interviewer should go through the recent works of the interviewee. Also, an interviewer should have a vivid understanding of the nature and sensitivity of the issue to be discussed and explored in prescribed span of the interview. An interviewer can go through books, check archives, and consult online materials available. A well-researched interviewer has the capability to face an interviewee and put some noteworthy queries.

Apart from researching subject matter, an interviewer should design and structure a list of questions to be asked. Although, framing questions in an interview may be extempore, but it is wiser to have a set of questions prepared beforehand and serve them in an appropriate sequence during an interview. When an interviewer comes with a good preparation, interviewee can feel how imperative the interview is to the interviewer. This seriousness of interviewer makes interviewee more confident of his or her ability to interview. Though it is a tough task, but after due preparation and research on subject matter and interviewee, an interviewee should learn to be free from all kind of prejudice and preconceived notions. He or she should be aware of facts, but should not implicate his or her personal views and idea logy, while conducting an interview

TECHNIQUES OF INTERVIEW: INTERVIEWING SKILLS

Conducting a good piece of interview is a matter of using most suitable set of techniques. These techniques are learnt and achieved through continuous process of observing and getting experiences through performance or by assisting others in performing an interview. This is how interviewing skills are earned. Interviewing skills include following ingredients. 7.4.1 The Start While conducting an interview, a journalist should be polite, attentive, precise and to the point. He or she should not beat around the bush. Before starting a formal interview, the journalist must check following things. There should be least distraction at the venue of the interview. The atmosphere of the venue should be favaourable for one-to-one conversation. Presence of any person or material, which can cause distraction, should be kept away from the surroundings of the interview. Mobile Phones should be switched off. If recording is being done on the mobile phone, then Aeroplane mode should be turned on. Check the functioning of instruments of recording interview. The conversation in an interview cannot be remembered by human brains. Either it has to be noted down or recorded for future reference. The interviewer must check that his pen is working well and he has enough blank of paper in case the interview is to be noted down. In the case of interviews for Television or Radio, it is mandatory to check that the required recording device is working properly

Interviewer should thank the interviewee for giving an appointment. This makes the interviewee feel good. With a friendly start, he or she can come forward with some new and fresh revelation, may be completely unknown to the interviewer. Most of the time, the journalist knows the details and truth of the subject matter to be discussed and he or she needs only authentication, affirmation and substantiation for the interviewee. In this type of situation, one should not start with that one ‘desired question’. It may happen that the interviewee cancels the talk to avoid answering any uneasy question. At first an interviewer needs to attain a basic comfort level with interviewee. Therefore, the conversation should start with easy and relaxing questions. The interviewer should make interviewee feel comfortable and confident. Beginning of interview with friendly queries and comments builds trust and a soothing environment. He or she expects a friendly conversation that may not push him or her in an awkward situation. It engages interviewee to the whole process of the interview, so that he or she starts enjoying and contributing more to the interview. In this way the content thus generated acquires better-off and more interesting substance. After checking and assuring about the abovementioned points, an interviewer should start a formal conversation.

Conducting an Interview Once the interview has formally been started, now the interviewer has a responsibility to steer the talk in the direction, where he or she can fetch maximum response from the interviewee and reveal some hidden facts. For this purpose, the interviewer should keep in mind the following things – Interviewer should visualise a tentative scene of the planned interview. Accordingly, a sequence of questions and structure of conversation should be pre-

planned. The questions should have the potential of answering every aspect of the phenomenon or issue. If the interviewee starts talking about something else, other than what was expected or visualized earlier, he or she should be allowed to continue only if something more important or noteworthy is believed to be revealed. The interviewer should study and research about the basics of the subject matter but should never ask basic factual information which can be obtained elsewhere. He or she should be aware of the credentials of the interviewee and also cannot afford to be ignorant of the issues and ideas related to the theme of the interview. To reveal a hidden matter, an interviewer should outline the basic idea of the subject and asks interviewee of his or her comment. But the interviewer should not start teaching or preaching. An interviewer should avoid types of question, which could possibly be answered in terms of only 'yes' or 'no'. Answer, in terms of only 'yes' or 'no', does not put significant value in the content of the interview. Interviewer should speak less and allow interviewee to speak more. After asking a question, interviewer should remain silent and let interviewee to speak as much as it suits the schedule and format of the interview. The interviewer should never interrupt an interviewee, unless the latter is shifting from the basic theme of the conversation or misinterpreting the question asked. Questions, asked by interviewers should be clear, precise and to the point. An interviewer should not repeat the same questions and should never complicate the talk. Questions should be such that demand to the point answers and explanations in a polite manner. It should never be baseless blaming, denouncing or indecent provocation by an interviewer. Remember that an interview is a conversation and it should not become a confrontation. It is responsibility of an interviewer to have full control over the interview. Questions should remain around core theme of interview; conversation should not deviate to other domain of issues and questions. In process of having control over the interview an interviewer uses some simple interviewing tools known as Bridge and Flag.

Summing Up an Interview Towards the end of the interview, there should a round of recapitulation. At this step, an interviewer should clear any doubt that may occurred in the ongoing talk and have clarification on any topic, that has not been answered satisfactorily. When an interviewer thinks that he or she has finished the talk, one last question may be asked. 'Anything else you want share with us and convey to our readers/ audience?' If the interviewer needs photographs of the interview, he or she should either assign this task to a photographer or click it him or herself after the end of formal interview conversation. The interviewee should have contact details of interviewer and vice-versa. In case of an important issue, if interviewee wants to update any information, he or she should feel free to connect with the interviewer, so that there remains a chance of updated interview till the deadline or closing for print of the edition (In case of Print Media). In case of electronic media, exchange of contact details of interviewer and interviewee can be manifested in future prospects of obtaining any updates on the issue. At last, it is courtesy to thank and convey parting salutation to the interviewee.

Presentation of an interview Presentation of an interview depends on the medium of its dissemination and format of the column (in print media) and the program (in electronic media).

You should take into consideration following points, while presenting an interview for print media – Heading of the interview should be precise and representing the most important revelation in the interview. An interview should start with a brief introduction of the interviewee and appropriate description of the subject matter discussed. Highlights of interview can be offered as a box item. Transcription of recorded interview should be perfect and only grammatical error should be corrected. Questions asked in real-time interview and their answers can be re-arranged to make reading more interesting, smooth and flawless. But, in this exercise meaning and sense of responses of the interviewee should remain the same as said in real-time interview. While answering a question, it may happen that an interviewee starts saying more than the answer of the asked question. If these points are otherwise relevant and important, then they may be included in the interview as an answer of a suitable question. In this case, according to the answer a question is framed at the time of presenting the interview. Language of the question asked may be made more catchy, but it should mean and sense exactly the same as the question asked in the interview.

ETHICAL ISSUES OF THE INTERVIEW

There are some ethical guidelines that an interviewer should follow while conducting and presenting an interview. Following these guidelines would help build the reputation of an interviewer into a more authentic and dependable person. Procedures and schedule of the interview should be well documented and handed over to the interviewee in hand or by e-mail before actual commencement of the interview. Venue, time and duration should be decided in consultation with the interviewee. Once decided, the interviewer should stick to it very seriously. Interviewer should be punctual and if decided earlier, he or she should arrange for a transport to bring interviewee to the venue before time, so that the interviewee has reasonable time to relax and prepare for interview. The interviewer should not feel harassed or interrogated during the interview. Remember that the interview is a conversation; it should not be made a confrontation. The interviewer should not reveal anything said by interviewee off the record. If the interviewer thinks that any revelation by interviewee can harm anyone in any way, he or she should confirm with the interviewee by asking, ‘Are you saying this on record?’ or ‘Should I note this point as on record?’ The interviewer should not put words in mouth of interviewee. However, he or she may suggest a better explanation only for later approval.

SUB EDITING OR COPY EDITING

Online Media Copy editing is the editorial work that an editor does to make changes and improvements to a story. This is for the print media. Let us see what it is. The "5Cs" summerise the copy editor's job:

a) clear b) correct c) concise d) comprehensible e) consistent.

These emphasize "make it say what it means and mean what it says". Copy refers to the written or typewritten text for publication. An editor who does the task of refining the copy is called the copy editor or sub editor. He renders the text to flow sensibly, fairly and accurately so that it poses no legal problems for the publisher. Copy editors are also responsible for selecting which news agency's wire copy the newspaper will use and for rewriting it to house style. Often, the copy editor is the only person, other than the author, to read an entire text before publication.

Good vs Bad Editing

Robert Gredy of The New Yorker said that the work of a good editor, like the work of a good teacher does not reveal itself directly. It is reflected in the accomplishments of others. There are no good or bad writers; there are only good or bad editors. Editing is "quality control" for the written word. A good editor is one who communicates effectively with the writer, consults about the theme, beefs up description, rearranges sequences, checks facts, corrects the language and conforms to the newspaper's style. A bad editor does none of the above but just checks the copy for spelling mistakes

Barriers Removed by Editing

• People do not want to read a document which is messy

• A structure which is hard to follow is an excuse to stop reading further

• Too much or too little content

• Bad headlines

• Inappropriate language

• Long, complicated sentences

• Lack of headlines and subheadings • An inappropriate tone of voice

• Factual errors leave a bad taste in the mouth • Legal repercussions as per rulings of Indian Penal Code or Press Council of India to be kept in mind • Defamation liability to be removed

Web Editing

We want the maximum number of readers to enjoy what we publish. It is already a fact that now more people read newspaper content online than in our newspapers. And it is also the case that

more visitors arrive at our website via search engines and aggregators than any other route. It is therefore important, and likely to grow even more so, that when writing for the internet we "optimize" our copy so that the likes of Google can find articles and display them prominently. The easiest way to do this is to write headlines (and intros) that are "keyword-rich". The sort of punning wordplay and vivid quotes that help make for an excellent, arresting headline on the printed page do not work online. On the internet, the priority for any headline is to inform search engines (and therefore, readers) what the article is about. Its language should, therefore, be concrete, not abstract, and contain full names. Thus "Brown will let Darling swing in the wind" is fine for the newspaper; online it would be better rendered as "Gordon Brown shuns Alistair Darling after Budget row". (Courtesy: Telegraph, London) Are you a frequent internet user? Do you like reading the news on the web? Does it attract your attention more than the hard copy newspaper? In any web content, designing plays a very important role. The parts of almost any kind of a document can be broken down into five main sections— Artwork, Titles, Body, Navigation, and Credits. Not every document will contain all these parts or may contain only some aspects of each. Let us try and understand each of these elements of web design.

• **Artwork**: Even before reading the headlines, readers are often drawn to the visuals on a page. Both the choice of images and their placement within a document provide information about the document, the purpose, and its organization.

• Titles: Typical headlines and titles are larger and more prominent than other text. These visual cues signal the start of a book, a magazine, an article, or a major division in a publication such as a chapter of a book or a sub-section of a report.

• Body: Body copy is the main text found in the publications we read. It is the text of the stories and articles. Body copy is not the headlines. Beyond the actual words, the body of a document uses paragraph and character emphasis and organizational elements to aid in the reading and comprehension of the material.

. **• Navigation**: Longer publications such as books, newsletters, and annual reports need some way to help readers find specific information within the document. From a table of contents to page numbers, sectional elements provide a means of navigating through and finding specific portions of a document.

• Credits: Different types of publications have credits or other informational elements that contain such items as the name of the advertiser, publisher, or other entity, an address, a logo, copyright information, and other notices. The number of parts and where it appears varies by publication type>

photo Editing

Pictures submitted for publication in the newspapers and magazines have to be edited to fit into the layout of the page, and also the unnecessary portions cut off, which the photographer might have added in the actual composition. The competent photo editor's job is to keep the essence of the subject intact. This reduction process, keeping the essential parts of the photographs intact, is called cropping. Since the photographers are emotionally involved in shooting their pictures, they might think whatever they have added in a picture would be published. This aspect is left to the judgment of the photo editor, when the final composition of the photograph for publication is made. It is the job of the photo editor to select the best photograph which tells the story on its own. The photo editor edits it to suit the space in the page without destroying or distorting the essence of the picture, and gives it a good display. It is not always to the liking of the photographer, but the photo editor has to do his job. A good photo editor always takes the photographers into confidence, holding frequent discussions with them from the time the assignments are given to them till the final outcome of the photograph on the photo editor's desk. It is the photo editor's duty to give the photographers ideas about the picture possibilities. While the photographers are in the dark room with the enlarger, he joins them in composing the picture on the easel board, which saves a lot of time, and leaves no ill feeling with the photographers. What most of the photographers hate is when the picture is trimmed and edited in their absence.

Computer applications in photo editing: The latest technology enables one to use sophisticated equipment for photo editing. The selected negatives are scanned, the contrast adjusted, and the picture cropped on the computer video display terminal as required. Then, the image is directly transferred to the page. The elimination of the intermediary procedures, used in the conventional system until now, avoids handling of the negatives or transparencies, thus making sure that the reproduction is of a high class. A very important aspect of such a method is that the picture quality in terms of tones, density, color sharpness, and so on, can be reproduced to near perfection, which was not always possible in the previous conventional methods. This also applies to the 'Photo Fax', where photographs are faxed from outstation, and are transmitted directly to the computer, from where all necessary adjustments can be made. Photos can be stored and recalled on the computer as and when required. Photo editing is one of the most powerful tools at the photographer's disposal. In classic photography, the term photo editing can refer to everything between processing the film in chemicals and seeing the final print. In modern digital photography most of the processing magic happens in the computer. This is good news for people without a studio and darkroom. Before digital technology came along, there was a limited amount that could be done using an enlarger with filters, masks and other manual devices; but the era of film and smelly chemicals seems to be drawing to a close. Nowadays we have computer software which we can use to achieve far more—ranging from simple improvements to dramatic effects. Photo editing techniques can be applied to all photos, whether taken by a digital camera or scanned from the negative or print from a film camera. The software which is used by most professional photographers is Adobe Photoshop. There are essentially two

versions - the professional one which is very costly and Photoshop Elements which does most of the things an enthusiast could wish for at about one tenth the price