

## Session one-p1

### Definition of Mass Media:

Media is the term we use to refer to different types of media that provide us with important information and knowledge. Media has always been part of our society, even when people used paintings and writings to share information. As time passed, people came up with different modes to provide news to the public. Based on the type of medium, their role may be different, but they all exist to communicate to the audience and affect their perceptions. Today, we don't have to travel oceans or wait for a pigeon to get the latest news. Here, you'll learn a lot about today's media falling under three main categories.

Four Mass Media Categories to be focused on :

#### 1-Broadcast Media

- film
- video games
- music
- radio
- television

#### 2-Print Media

- books
- magazines
- libraries
- newspapers
- newsletters
- brochures

#### 3-Digital Media

- Internet
- Mobile phones
- E-books
- Digital audio

Digital videos •

#### **Outdoor Media**4-

Billboards •

Transit zones •

Buses and bus stops •

Phone booths •

Stall advertising

### **TYPES OF NEWS**

There are different kinds of news stories. According to their nature and character, they can be classified as follows.

a) **Hard news** : These are general in nature. Some can be breaking news. These are news items that require immediate publication. These cannot wait.

b) **Soft news** : These are light stories. They are not urgent news stories. But soft stories can make interesting reading. Readers like such stories. These can be about a person, an event or about a developing situation.

c) **Features**: These are detailed, in-depth stories. In newspapers, they are carried in the magazine section.

d) **Profiles of Newsmakers**: These are generally about people in the news. Readers may not be aware of such persons. So through their profiles, they are introduced.

e) **Human interest** : These are often stories about the plight of individuals or families. For eg. When tsunami waves struck the coastal areas, there were touching stories about people who lost their near and dear ones, houses etc.

f) **Backgrounders**: If a major event happens, readers are curious to know whether there is any precedent or background to that. In other words, they are eager to know the history of such incidents. Backgrounders provide such information.

### **QUALITIES OF A GOOD NEWS STORY**

Reporters have a busy schedule. Many a time, they do not get sufficient time to write the story after collecting all the facts. So they work in haste. They are left with very little time to write, type or key in their stories.

But even in such a situation, reporters should keep in mind that the reader will enjoy a good story. A story written well in style will catch and retain the attention of the reader. Though it is generally said that news reports have a life span of only 24 hours, readers will remember such stories for a long time.

A good news report should have the following qualities:

**a) Clarity :**A report is read by many people in society. It should be in simple language and written with clarity .It should not be ambiguous. It should satisfy the reader's inquisitiveness. Facts that are not clear to the readers should be avoided. It is said that when the reporter when is in doubt, he should leave it out.

**b) Focus :**A report should focus on the main theme of the subject. What the reader expects is information and substance.

**c) Objectivity:** The report must be objective. The writer should never take sides. Their personal bias should not be reflected in the story. If there are two sides to a story, both should be given adequate coverage.

In other words, the report should be balanced.

**d) Credibility:** A report should be credible. Before writing, the reporter should crosscheck the facts and figures. Mistakes can creep in when work is done in haste. It is always better to revise the copy before sending to the editor.

If the story can be improved, it should be rewritten.

## **WHY REPORTING FOR VARIOUS MEDIA DIFFER**

We use various media platform to find information. With technological advancement, we have more options or channels to get the news. The news media can be broadly divided into five categories: Print (Newspaper/Magazine), Electronic (TV / Radio) and Internet

(Online news portals / websites). Different media deliver us the news differently, though the core information and basic journalistic values remain unchanged. The difference is in use of style and format in packaging and distribution of news. In this unit we will learn about the difference in news coverage for various media formats like print, Television, Radio and Online media. We will discuss about basics of language and style used in reporting for various media platforms.

### **WHY REPORTING FOR VARIOUS MEDIA DIFFER**

Same news can be reported in different ways in various media platforms, though they apply the use of the characteristics of news when writing stories. The difference in reporting is not because of the happenstance, but because of the demand of the medium and the target audience. For example, the print media relies more on words and photographs, whereas the television news requires visuals or videos, the radio news is delivered in the form of sound and the online news can present the news using all word, video, audio and photographs. In print news, where space is the concern, a sentence can be about 20-25 words, whereas in broadcast news, where time is a concern, a sentence usually contains 10-15 words. Similarly, People don't read information on the Web in the same way as they read a newspaper or watch television or listen to the radio.

The processing of news in our brain is different in case of broadcast media and that in a newspaper / online media. Broadcast media like TV or Radio give only once chance to see/hear and understand the story. If anyone misses the particular visual, in case of TV, or audio, in case of Radio, then the whole news may not be understood. Whereas in case of the newspaper, even online media the reader can linger over a story or go back and re-read if something is not clear.

For a journalist working for TV News or Online media, every minute is deadline because, because news broadcasts could be made at any time of the day. However, for a newspaper reporter the deadline is fixed, since newspapers are printed once a day. This gives more time to the newspaper reporter to write their story and more in-depth reporting. Similarly, the Television has the advantage of showing video and hence required fewer words than print. Websites news reporting can cover text, audio, and video information, all of the ways traditional media are transmitted. Unlike the television or newspaper, the web news portals have more interactive approach by allowing people to personally tailor the news they receive via various tools.

## **REPORTING FOR PRINT MEDIA & NEWS AGENCIES**

Print media which includes newspapers, magazines and other printed news source is the oldest media form. Although print media readership is declining across the globe, many people still read a newspaper every day or a newsmagazine on a regular basis. The importance of print media is therefore significant. Regular readers of print media are more socio-politically active. Since print media is used by people who can read and write, the print media readers are mostly educated.

Print media gathers, processes, and produces news in a one-way daily delivery. It has fixed frequency of delivery like a newspaper delivered / produced once a day and a magazine is produced / delivered once a week. It has opportunity for geographical selectivity thus covering a particular geographical region intensively. Since people get it physically and have opportunity to reread, print media helps in communicating complex information. On the other hand, print media has the limitation of using sound and motion. Messages in a newspaper compete with each other to draw the readers' attention.

A Newspapers Report is written so that it may be edited from the bottom up. It has the fixed space. So, what doesn't fit is thrown away. The reader scan the headlines on a page, before reading a story. If the headline creates interest, the reader goes to the first paragraph. If that also proves interesting, the reader continues. The readers have the luxury to select the page or news to go through, skipping others in a newspaper.

Print journalism edits more than the broadcast. Newspapers edit for clarity, fairness, and accuracy. They also edit to ensure individual house style. The extensive editing process in print journalism allows more time for eloquence and prose. Broadcast and print journalism also differ in structure. Print news stories use an inverted pyramid structure with the most important items (the facts of the story) reported in the first paragraph. Remaining facts are then presented in descending order of importance. Lastly, broadcast and print news stories differ in length and pace. The average print new piece can vary greatly in length, the reader who dictates the pace of reading. Since print media is geographically specific, news from a particular geography gets priority in such media.

## **REPORTING FOR RADIO**

Radio is oldest news medium, after print media and is accessible to wider sections of the society. Even people who cannot read or who are staying remote part of the country can access radio news. It is available in villages as well as in cities. According to UNESCO It is "the mass medium that reaches the widest audience in the world".

Compared to newspapers and television, radio is inexpensive to produce and distribute. it is also the easiest form of broadcasting to produce. Anyone with an ability to talk can take part in a



radio broadcast. It can transmit on a local level, in regional language, addressing issues of importance to local listeners. It can be interactive using telephone or SMS.

However, the radio newscast is consumed sequentially. Listeners have to wait. Even if, listeners are bored by one part of the newscast, they cannot skip forward to the next segment or news. If they are interested to listen to the fifth story they have to listen the first four stories. It's like eating in a restaurant in which each dish is served in a sequence. One has to eat each course as it is presented. If one does not like a dish, he or she must wait for the next course to be served. So the stories in a radio newscast need to be chosen and made to be interesting to a significant number of listeners.

Similarly, in a radio newscast if a news report is confusing, the listeners cannot rewind and reread the story as it happens in case of newspapers. They have to comprehend the news at once. They cannot go back. That's why, clarity in both sentence length and word choice is important in radio news reporting.

Radio of course needs reporting that is for the listener's ear, rather than the reader's eye; sentences must be crisp and short. In radio, a complete story is called 'wrap' and its duration varies from 30 seconds to 90 seconds. It includes the reporter's narration, also called "track," and often includes sound bites and natural sound, sound that occurs naturally on location. The script contains less information than a print story, so the picture building is very important.

Unlike newspaper readers, radio news listeners are hardly attentive. Usually, people listen to radio while doing something else. The radio listeners are often driving, working, or engaged in some task other than absorbing the latest news. Hence radio news stories are told in familiar words combined into sentences, which run at comfortable lengths in a conversational style. Guidelines suggest writing as if telling a story to a friend who is trying to catch a bus that is ready to pull away.

Unlike the readers in a print media, it is often found that the listeners of radio news hear the whole story from beginning to end. Therefore, although it is important to give key information at the beginning of the story, we can spread out facts to keep the listeners interested from the start to the end of the story. Radio news is shorter than newspaper news and hence requires comprehension and filtration of facts while writing the news.

The radio news writing style includes the choice of simple words with short declarative sentences, since the listeners have no opportunity to go back and hear it again. Sentences in a radio news story generally contain just one idea and do not contain multiple clauses and internal clauses. Jargons or highly technical words are also avoided. Attribution precedes statements as it does in normal conversation. Sentence structure is incomplete at times, such as sentences without verbs. Understanding is more important than grammar to a radio news reporter. The words should sound natural when read. Complicated figures can be told in a simplified way like there will be no harm if a radio news reports like 1995429 as almost twenty lakh.

## REPORTING FOR TV NEWS

Television uses both audio and video to communicate the message. It is important that the words and pictures match and that they don't give different messages. It is similar to radio news reporting, added with video. Like radio news, television viewer has no control over the pace of reporting. They cannot go back to the story to see or listen it again. As said by former CBS (U.S. TV network) News editor Ed Bliss, "The words are spoken and, once spoken, are irretrievable".

Lack of editing, in comparison to print media, demands short, sharp, succinct language of a more conversational tone in television news reporting. The format for the story always may not be inverted pyramid style; important facts are still reported in the first paragraph. It ends decisively and do not trail off as do print news stories. Like Radio, the most of the viewers watch the news till its end. The average television news story is one minute and 30 seconds long. Read at a pace of 180 words per minute these lengths equate to 90 and 270 words respectively for radio and television news stories.

A television report begins with a general, simple sentence signalling the beginning of a story. It consists of reporter's narration or voice over and video, which may include graphics, either static or animated. Each story has a lead or intro, which captures the essence of the broadcast item to follow. The lead contains important information the viewers will need in order to understand the news item to follow. It can come in various shapes and formats depending on the context and content of the news item. A lead-in can be very news oriented, limiting itself to facts. But if the broadcast item to follow is more conversational or casual then the lead-in can be more creative. The reporting follows the basic storytelling principles. The lead may not always include 5 Ws and 1H as it would make it too long and too hard to follow. The two or three most significant points may be selected and used in the lead. Rest can follow the lead.

Sentences in a TV news story should contain just one idea and avoid multiple clauses and internal clauses to make easier for the anchor to read and for the viewer to understand. Shorter sentence are used so it can be read aloud without running out of breath. Reporters for radio and television must be attuned to the sound of the words they use. It is also important to spell correctly for TV news coverage. Misspellings may result in stumbles or mispronunciations on the air. The writing is more conversational than that in print. It is written in the way the audience speak. To maintain a conversational tone, TV news reports don't need to use complete names and titles in news stories. Generally speaking, middle initials are not used on the air unless the initial is an essential part of the name. Attribution can come first. Immediacy is a key feature of television news.

Video is an essential part of television news reporting. It is combined with words to make the story powerful. The visuals tell the 'what' of the story, whereas the words tell the 'why'. It is said that 'seeing may be believing but it isn't understanding'. The writing should be synchronised with the video. It is found that viewers understand and remember stories much better when the words and video match. When the video and words do not match, they surely

fight each other for the viewer's attention, making it difficult for the viewer to understand the story. Also matching the video and word does not mean that reporters should simply describe what the viewer can see. Instead, the audio track should offer information that adds context and meaning to the picture.

Usually, news for television is written after viewing the unedited video tape. This helps in logically arranging words and visuals. All of the fresh information is given in the words, but it is the pictures that carry the impact for the viewers. For some stories like economy, in which fresh video is not available, file tape and graphics are chosen to explain the story. Numbers can be presented by using graphics such as graphs, pie charts or other visual aids.

### **REPORTING FOR WEB MEDIA**

The web or online media combines the features print as well as broadcast media, besides having its own attribute. It allows the users to read a news story, examine its sources, and interact in various ways. An online news report can include audio clips from interviews, text of government records, and interactive maps that all can change the way a reader understands a story.

Interactivity is one of the unique features of Online Media. User can give their feedback or choose story to read. Almost all news sites provide space for readers to post their feedback or opinions, which others can also read and respond. Another feature of online media is 'multimedia', a form of presentation that uses audio, video, graphics, or other methods to give users different pieces of a story. Interactivity and multimedia capability is integrated features of the online media and significantly influences the news reporting.

Online media can reach a very wide audience and offer enormous space to for news writing. Like broadcast media, every minute is a deadline for online news reporter. Similarly, unlike newspapers, news published in online media can be rectified or updated instantly. Though like newspapers, online media offers news stories to be read, writing for newspapers and online media is not same. Online news readers not only read the content, they interact with it. Online media is not static or way as print media. It allows the audience to select a video clip or visit a document through hyperlink. It makes the audience active participant.

Also consumption of news in a web portal is not same as that in a print media. In print media, the journalist knows what they've read previously, and what they're going to read next. Details can be given in a logical sequence. But in case of internet news users ignore the details to read content faster. It has been found that most of the users scan the page instead of reading word for word, focusing on headlines, summaries and captions. If the quick scan doesn't show them the information they need, they won't spend time searching for it. Instead of in depth reading they prefer short paragraphs. The longer the text, the less likely Web users are to read it. This is because reading from a computer monitor is 25% slower than reading from print and it eye strain and fatigue.



While reporting for an online media, multiple levels - words, ideas, story structure, design, interactives, audio, video, photos, news judgment – should be considered at once. TV is about showing the news. Print is more about telling and explaining. Online is about showing, telling, demonstrating, and interacting.

The most basic form on a online news story is described as ‘print plus’. This means a text story like that in a print media with additional elements like photographs, audio, and video, or hyperlinks to more information. By using hyperlinks, the readers can be taken to additional information on separate web pages, some of which may be provided by sources outside the news organization, with more background or history.

A more innovative approach is to use ‘clickable interactives’ or multimedia graphics specifically designed to illustrate a story. The graphic elements are laid out in linear fashion, but the reader has the liberty to explore them independently in any order.

Online news writing is a hybrid of both print and broadcast writing. Short and simple style used by broadcast media is suitable for online media. A conversational tone like broadcast media is good but grammar and spelling still matter in online media.

Headlines, subheads, and teasers play a more important role in online news reporting. They should be enticing for the readers to click on the story and read more. They must also contain several key words, or tag words, so that the article can be found by search engines. The first three words of the headline must have information about the content, because users often scan down the left part of a list of items in a web news portal. They never see the last words in a link unless the first few words attract their attention.

The lead of the news should quickly indicate what a story is about. Delayed or anecdotal leads may divert the user to click on another story. Though online media has enormous space, the stories are, usually shorter than newspaper stories. a typical online news story is about 800 words and is given in one page. Using subheads and bullet points helps in online news reporting. The content should be brief and actionable.

Another important aspect of online news reporting is search engine optimization (SEO). SEO refers to a process in which the writer will use specific keywords in a particular order on the page in the hopes that the search engines will ‘pick up’ the article and rank it higher in the search results. Though this limits the flexibility in writing and word choice, it is important in order to achieve the highest amount of readability possible while retaining the overall theme of the article.

## Session one-p2

### Essay

#### **What is an Essay?**

An essay is a form of writing often written from the writer's point of view. No matter the type of essay, it always consists of an **introduction**, **body**, and **conclusion**

The main idea of the essay is stated in the introduction in the form of a **thesis statement**.

#### **Identifying the Parts of an Essay**

##### introduction

The introduction consists of some historical background information related to the topic, and a thesis statement indicating the main idea or ideas to be discussed. A thesis can be **explicit** or **implicit**.

- Explicit is when the ideas are clearly stated and it is obvious what will be specifically discussed in each body paragraph.
- Implicit means that the ideas are implied and not clearly stated.
- Explicit facts are easier to find than implicit facts. Explicit facts include the basic who, what, when and where of the story, and often the how and sometimes the why.
- In implicit themes, the authors do not explicitly state why characters are doing things to allow readers to figure that out based on other information.

**For example**, let us consider the following thesis statements on the impact of mass media.

- Implicit thesis: There are many impacts of mass media.
- Explicit thesis: The mass media has an impact on society and culture.

#### **Example 1):**

In the first example “There are many impacts of mass media,” we can see that the impacts of mass media are not specified and therefore, the author leaves it up to us to find it out in the body of the essay. (The reader does not know what these impacts are, and has to look for them in the essay).

#### **Example 2):**

In the second example “the mass media has an impact on society and culture,” the impacts are being specified to society and culture. As a result, we expect to have two

main paragraphs in the body of the essay that discuss each of the two ideas. (The first paragraph will talk about the impact of media on society and the second paragraph will talk about the impact of media on culture).

## **2-Body:**

The body is not restricted to three main paragraphs, it depends on the ideas to be discussed where each idea will be developed in a separate paragraph. Each idea will be supported with **evidence**. Types of evidence can include: examples, facts, statistics, and testimonies.

## **3-Conclusion:**

The conclusion includes a summary of the ideas stated in the thesis and a solution if the essay discusses a problem. An opinion can also be added at the end or writers can open up a new window leading to another idea.

Before an essay is written, a writing plan is required. This plan highlights the main aspects of the essay and focuses on the main points. An **outline** is a plan that serves as the skeleton of the essay and identifies its major parts.

## **Outline Sample:**

### **. Introduction**

#### **A. Background information**

#### **B. Thesis statement (implicit/explicit)**

### **II. Body**

#### **A. Body 1: Topic Sentence**

##### **1. Support 1**

##### **2. Support 2**

#### **B. Body 2: Topic Sentence**

##### **1. Support 1**

##### **2. Support 2**

#### **C. Body 3: Topic Sentence**

##### **1. Support 1**

##### **2. Support 2**

### **III. Conclusion: A. Restate thesis, B. Opinion//Solution**

- **(Useful Tip:)** No writer starts with a perfect paragraph. Well formed paragraphs are the result of drafting and revising. There is no set length to a paragraph, but in university essays it is easier to work with paragraphs that are between four and eight sentences long.

Sample :

### Outline

#### Introduction:

- **Background information:** The mention to the importance of mass media in our modern life.
- **Thesis statement:** the negatively effects of social media on social relationships.

#### Body

##### a. **Body1:**

**Topic sentences:** The effects of social media on relationships between the members inside the family.

- **Support one:** failure to do parental duties because of social media.
- **Support tow:** marital problems because of social media.

##### b. **Body2:**

**Topic sentences:** The effects of social media on relationships between the society members outside the family.

- **Support one:** the social media has replaced face to face communication.
- **Support tow:** the social media caused spread of jealousy in society.

#### Conclusion:

- **Summary:** social media affect negatively on family relationships and social relationships.
- **Solution:** using social media in the right way to avoid its negative effects on our relationships>

sample

### The Essay

The social media has become an inseparable part of our daily lives, it is the feature of modern life that resulted from the huge development of communication technology. **However**, the social media has negatively effect on social relationships in the real life.

**On one hand**, social media affects family relationships by being busy with it instead of doing the family duties. **For example**, the parents while they busy with social media they fail in doing their assignments of care, education, and guidance towards their children. **In addition**, if the spouse spent more time on social media than the time spent with his partner, it may Cause marital problems.

**On the other hand**, social media affects social relationships outside the family by causing the social isolation. **For instance**, people are becoming obsessed of monitoring each other's life events and interacting with others through social media instead of being with them and participating happiness and sadness on the real life. **Moreover**, the social media causing jealous between people by comparing their lives with others on social media, which sometimes leads to end relationships with others.

**In summary**, social media is harm to both family relationships and social relationships, and because it is essential part of our lives, we should be use it in the right way to avoid its negative effects.







## Session two-p1

### Write a TV News Script

Writing a TV news script is not as easy as it might seem at first. You might think that all you need to do is cover the simple five W's and one H (who, what, where, when, why and how), but it's actually more complex than that.

Writing a news script is structural and strict in a sense that you need to cover all the facts. However, it is also predictable because there's a certain pattern that needs to be followed.

### Parts of a News Script

Writing for a TV newscast is a challenge and it could be difficult at first. Knowing the main parts of the script will help.

#### **-1Introduction, or "The Readers"**

This is the first 30 seconds, an introduction read by the news anchor in the studio. It is commonly called RDR or "The Readers". There are no videos included in the script yet, only a photo of the headline and the anchorperson is seen on the TV screen.

1. Lead. A lead is a one-line thesis statement of the report. It consists of one sentence. It introduces the main topic of the script.
2. Five W's and one H. These are the; who, what, where, when, why and how questions. Answers to these basic questions are briefly written for the RDR and are assessed one by one in the body of the report.
3. Writing the RDR. Since the readers or RDR only lasts for 30 seconds, it has to be substantial. But you do not need to squeeze too much of the message into one paragraph. Here is a guide on how [to write the RDR](#):
  1. Use simple but compelling words. The lead is the first sentence that the anchor says, so it has to be inviting. The viewers, upon hearing the lead, should be hooked to watch the whole report or segment. Use words that appeal to the senses and interests of the viewers.
  2. One thought at a time. The viewers will only hear the RDR once. It's vital to keep sentences short but clear. Limit sentences to 15 words or less because it is easier to digest and reveal the idea of the story using simple and clear information.
  3. Do not say 'quote.' If the headline is about what the President said, never use phrases such as "...and I quote". Remember that you need to give a succinct message, or it could create confusion for the viewers.

4. Cover only the main thought of the report. Analyze the story carefully and identify what particular W questions you should provide answers to in The Readers. It may only need three W's and one H to project the story summary in the introduction.
5. Introduce the name of the reporter. Include in the script whoever is the reporter of the story. If he is reporting live in an area, recognize that so and so is reporting live, from such and such a place in the script, and if it's an exclusive report, specify this in the script too, because the reporter deserves a credit.

## **2\*Body**

This is the meat of the report. Writing a script for the body is a bit complicated, especially if it is your first time. The technique for writing this part of the script is to digest the information mentioned in the RDR.

### **1. Components of the Body:**

1. Videos. These are the footage caught by the videographer and reporter during the day. It may also include file videos from past news reports or from online video sharing sites.
2. Voice Over. This is the reporter's voice reading the script as the video plays.
3. Natural Sound. This the background noise of the location of the event or report. It may be the quietness of a night, tidal surges of the flood, or the sounds of a New Year's fireworks. These are also called "natsots".
4. Interviews. Every report has interviews. The reporter might have gotten plenty of interviews but the interviews should be limited. Include at least two interviews in the body of the report.
5. Piece to Camera. This is the reporter directly talking to the camera. It may be live or recorded, and can also called a "stand-up".
6. Pictures. Pictures are used when there are important events, statistics or any factors that should be included in the report. These include sketches, screen captures from public information sites or old photos.

The news report usually has a maximum of three minutes of story-telling time. Sometimes it is less, sometimes more. The script must explain the necessary details in that time frame.

## **3\*Conclusion**

This last part of the report includes a temporary resolution to the story. Never leave the audience hanging. Always include a statement that gives a follow-up information or assurance to the viewers.

### **Organization of a News Story**

A story should have a smooth flow and development. There are several styles to writing a news script, but the basic organization is as follows:

#### **1\*Introduction**

This is a brief summary of the story and the mention of the thesis statement or lead.

#### **2\*Establish the Scene**

Write the basic details that answer the questions to the five W's and one H. What is the story all about? Who are the people involved? When did it happen? What date or what time? Where is the setting? Is it a local or international issue?

#### **3\*Recognize the Issue**

This is the part where you elaborate on the issue or the event. Why did it happen? What is the issue or the event about? What are the factors that made the issue arise? And how did it happen?

#### **4\*Addressing the Issue**

This includes the action items that can be done. A story should present possible solutions to the problem. The script must reveal that the story is well-researched and, provide substantial information.

#### **5\*Follow-up**

The story should be moving forward. There will certainly be another follow-up for the following day's event. Include in the script that the news team will continue to cover the issue.

### **Proper Format in Writing a News Script**

The news script is divided into two parts - the audio and the video part.



## Audio

This is usually on the right side of the page. It includes everything that is heard on the report, such as the voice over, natural sound and sound bites. Here are some guidelines on how to make and choose the right audio:

### **1\*The natural sound or natsots should be clear and a bit louder**

It catches the attention of the viewer because natural sounds bridge familiarity.

### **2\*Voice Over**

The voice of the reporter must match the tone or mood of the story. If it is a tragic news report, the tone should be serious and authoritative. Good news will require a cheerful voice with lively intonations. A good voice over is clear, precise, authoritative, alive and sensitive. The voice practically describes the video. It should match what is being shown at a particular time frame.

### **3\*Place sound bites on transitions**

This serves to communicate that a new angle of the story is about to be told.

## Video

This is located on the middle part of the page and it complements the audio. What is being described in the audio must be included in the script.

Here are the steps on how to write the video part of the script:

### **1\*Gather the materials you need**

.

Get the tapes used in shooting, prepare a pen and paper and a video camera to view the shots.

### **2\*Preview the file footage and determine the important videos and dialogue of the person being interviewed**

.

### **3\*Select the video clips you will use and jot down the time at which that specific clip appears**

.

#### **4\*Describe what can be seen in the videos**

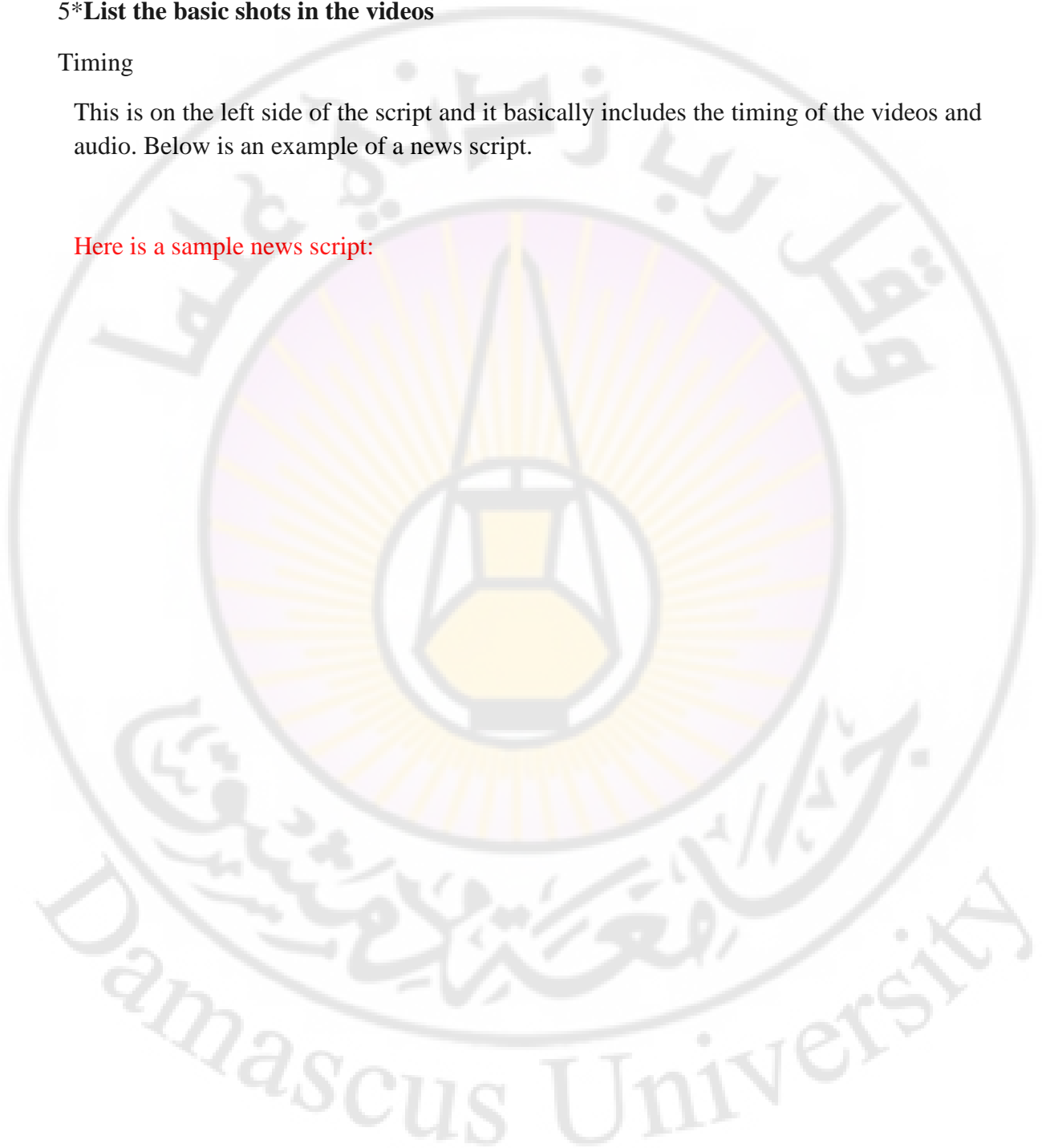
Include it in the script to serve as a guide when finishing the story

#### **5\*List the basic shots in the videos**

##### Timing

This is on the left side of the script and it basically includes the timing of the videos and audio. Below is an example of a news script.

Here is a sample news script:



**TV PACKAGE SCRIPT SAMPLE 1 (13)**

Recycling      3:34      Christina Fan (Purple) 6C      TFN      PAGE 1 OF 3

TIME:	DIRECTOR CUES (VISUALS):	SPOKEN PARTS:
	<i>(15 Seconds of black; does not count in over all time; then fade in to picture)</i>	
00:00	<b>B-ROLL: LS:</b> people recycling	<b>VO:</b> Although the concept of recycling has been prevalent in the United States since the 1970, only recently has the public grasped the importance of being environmentally friendly. In 2002, former vice-president Al Gore began voicing his concern about the climate crisis plaguing planet earth. Since then many businesses, organizations, and towns have taken action to preserve the natural environment.
00:09	<b>B-ROLL: LS:</b> woods/ forest	
00:15	<b>B-ROLL: CU:</b> magazine pictures of Al Gore	
00:20	<b>B-ROLL: CU:</b> pollution pictures	
00:27	<b>B-ROLL: CU:</b> West Windsor Municipal Building	The Township of West Windsor is supporting the “going green” movement taking place across the globe. Efforts to recycle and reduce energy consumption are evident from the community level to the student level. Recently, the Township was successful in its attempt to install a diesel exhaust system for the West Windsor Firehouse which will limit the amount of toxins released into the air. The action informed citizens in the town about the importance of stopping pollution.
00:35	<b>B-ROLL: LS:</b> recycling club	
00:45	<b>B-ROLL: LS:</b> West Windsor Firehouse <b>Dissolve to: CU:</b> exhaust system <b>Slow Zoom Out to: WS:</b> blue sky	
01:05	<b>B-ROLL: MS:</b> Students talking in recycling meeting (with NatSOT)	<b>NatSOT: (students talking in recycling meeting)</b>
01:08	<b>B-ROLL: MS:</b> Students talking with Mr. Rudnick, in his office, showing him papers, charts etc.	<b>VO:</b> In 2006, a group of students from West Windsor Plainsboro High School South were inspired and approached their principal Charles Rudnick with an idea to recycle paper and bottles in the school.

**For your homework assignment,2**

**Write a TV report on any topic you choose:**

- \*Your report should be well-organized as we learned in the sessions:
- \* Your report should not exceed 2-3 minutes.
- \*Remember the guidelines for writing tv scripts: simplicity, clarity, relevance.

## News Writing for Television and Radio<sup>1</sup>

---

### Introduction

Creating a television or radio story is more than hitting “record” on a video camera or audio recorder. You have to learn the process of writing an effective television and radio news story first.

### Writing for the Eye and Ear

Writing for radio and television is different from writing for print for several reasons. First, you have less space and time to present news information. Therefore, you must summarize the information carefully. Second, your listeners cannot reread sentences they did not understand the first time; they have to understand the information in a broadcast story as they hear it or see it. As a result, you have to keep your writing simple and clear. And third, you are writing for “the ear.” In print news stories, you are writing for “the eye”; the story must read well to your eye. The television or radio news story has the added complexity that it has to sound good; when a listener hears the story it has to read well to “the ear.” Also for a radio news story, listeners cannot see video of what you are saying, so you must paint word pictures with the words you use in your radio news story so people can “see” images just through your verbal descriptions.

As with any type of news writing, you should try to identify characteristics of your audience so you know what type of information your audience wants. Television and radio news stories must have these attributes:

- The writing style should be conversational. Write the way you talk.
- Each sentence should be brief and contain only one idea. We do not always talk in long sentences. Shorter sentences are better in broadcast news writing. Each sentence should focus on one particular idea.
- Be simple and direct. If you give your audience too much information, your audience cannot take it in. Choose words that are familiar to everyone.
- Read the story out loud. The most important attribute for writing for “the ear” is to read the story aloud. This will give you a feeling for timing, transitions, information flow, and conversation style. Your audience will hear your television or radio news story, not read it, so the story has to be appealing to the ear.

### Television and Radio News Writing Structure

- Be brief. A good newspaper story ranges from hundreds to thousands of words. The same story on television or radio may have to fit into 30 seconds—perhaps no more than 100 words. If it is an important story, it may be 90 seconds or two minutes. You have to condense a lot of information into the most important points for broadcast writing.
- Use correct grammar. A broadcast news script with grammatical errors will embarrass the person reading it aloud if the person stumbles over mistakes.
- Put the important information first. Writing a broadcast news story is similar to writing a news story for print in that you have to include the important information first. The only difference is that you have to condense the information presented.
- Write good leads. Begin the story with clear, precise information. Because broadcast stories have to fit into 30, 60, or 90 seconds, broadcast stories are sometimes little more than the equivalent of newspaper headlines and the lead paragraph.
- Stick to short sentences of 20 words or less. The announcer has to breathe. Long sentences make it difficult for the person voicing the script to take a breath..
- Write the way people talk. as long as they make sense—are acceptable.
- Use contractions. Use don't instead of do not. But be careful of contractions ending in -ve (e.g., would've, could've), because they sound like “would of” and “could of.”
- Use simple subject–verb–object sentence structures.
- Use the active voice and active verbs. It is better to say “He hit the ball” than “The ball was hit by him.”
- Use present-tense verbs, except when past-tense verbs are necessary. Present tense expresses the sense of immediacy. Use past tense when something happened long ago. For example, do not say, “There were forty people taken to the hospital following a train derailment that occurred early this morning.” Instead, say, “Forty people are in the hospital as a result of an early morning train accident.”
- For radio news stories, write with visual imagery. Make your listeners “see” what you are saying. Help them visualize the situation you are describing.

- **Television and Radio News Writing Techniques**

- Use a person's complete name (first and last name) in the first reference, then the person's last name thereafter.
- Use phonetic spellings for unfamiliar words and words that are difficult to pronounce.
- Omit obscure names and places if they are not meaningful to the story.
- In age reference, precede the name with the age. (Example: “The victim, 21-year-old Rob Roy...”)
- Avoid most all abbreviations, even on second reference, unless it is a well-known abbreviation. Write out days, months, states, and military titles each time. About the only acceptable abbreviations are Mr., Mrs., and Dr. Punctuate, by using a hyphen in between, commonly used abbreviations. For example, write “U-S,” instead of “US” (United States), and “U-N” for “UN” (United Nations).



- Avoid symbols when you write. For example, the dollar sign (\$) should never be used in broadcast writing. Always spell out the word “dollar.” This is different from the Associated Press Style for “dollar” when used in a print news story.



## Session four

### How to Set Up Advertising Campaign

An advertising campaign is essentially just a series of similar advertisements by a company or a business that share the same core message, while also convincing consumers to purchase their products. Each advertisement may have a different theme, but eventually, they all support the same cause.

It is always better to have a well-planned strategy to promote your brand, product or services, right? Advertising campaigns do that for you. Whether you offer a product or a service, choose to promote your brand online or offline—advertising campaigns help by guiding you through the process. They also help you gauge where your business stands in the market, by comparing your advertising campaigns with your competition, thereby also helping you assess the strengths and weaknesses in your products.

#### The 9 steps to set up an advertising campaign are:

- **Define your advertising goals**
- **Pick what you want to promote**
- **Identify your target audience**
- **Determine where to find your audience**
- **Decide your campaign timing**
- **Set an advertising budget**
- **Select outlets to advertise in**
- **Create the advertising message and graphics**
- **Measure results**

#### **. Define your Advertising Goals**

Clearly define a business goal or goals for your advertising campaign. Ask yourself: what are you trying to achieve with advertising? Don't just say you want "more sales."

Everyone wants more sales. Be more specific.

Use the SMART method to define your goals better. SMART stands for specific, measurable, achievable, results-focused, and time-bound goals.

Consider these five different advertising goals and how to put SMART goals around them:

- **Find new customers** – If your goal is more customers, identify how many and in what time period so you can measure results. But make sure the goal is achievable. If you have a small budget of \$2,000, you're not going to get 10,000 new customers in 30 days. But 50 to 75 new customers might be doable, depending on your industry. A SMART goal might be: Acquire 50 new customers in 30 days.

- **Reinforce brand awareness** – If you would like your company or solution to be top of mind in the future when prospects are ready to buy, then brand awareness may be a good strategic goal. If so, how will you measure brand awareness success? By an increase in word of mouth referrals? By an increase in search engine visibility? What about store foot traffic? More social media mentions? More website traffic? A brand awareness survey? Identify concrete results you will measure. A SMART goal might be: Increase social media visibility for your brand by at least 20% in 6 months, as measured by Social Mention.
- **Launch a new product** – If promoting a new product is the reason for the campaign, how will you measure that? A SMART goal might be: Sell 300 units during the initial 3-month product launch.

## 2. Pick What You Want to Promote

The next step in your small business advertising is to decide what you will promote. Choose whether ads will promote:

- a product
- a service
- a group of products / services
- your brand
- a special sale or event
- something else

What you promote must line up with your goals.

**Example 1:** if your goals include a seasonal sales bump or launching a new product, your focus might be on promoting an event or product — not on promoting your company as a whole.

**Example 2:** if you are a home improvement contractor trying to boost sales, then you might promote capabilities or a group of related products and services that appeal to target customers. **For instance,** “Custom kitchen remodels, cabinets, granite countertops, more – call us for a free design consultation and quote”.

## 3. Identify your Target Audience

Identify the targets you want to reach — precisely. Targets are not just “more buyers” or “consumers.” Be specific.

Develop buyer personas to zero in on the targets you want to reach with advertising.

Buyer personas are fictional representations of your ideal target buyer. Personas include demographics, firmographics (for business customers), preferences, habits, challenges they are trying to solve, income and more.

If you've never set up buyer personas, go over to [Make My Persona](#) and use the free tool. Most businesses have more than one ideal customer profile, so create several.

#### 4. Determine where to Find your Audience

When setting up your small business advertising campaign it's important to have a good audience fit.

Estimate where your targets spend their time and get their news. What kind of activities do they engage in? What are their daily preferences? How do they research purchases? Understanding these things helps identify how to find people in your target audience.

#### 5. Choose your Campaign Timing

Some types of advertising can be launched immediately. Others require advance planning.

How fast do you need results? Many small businesses want instant results. But not all types of advertising are immediate.

**For example**, if you're running a special promotion for a limited time, you need results before the special runs out. A magazine ad that you have to place months ahead of time will be too late. A better option is pay-per-click ads that start delivering clicks within hours. Or consider radio spots that go up within a few days.

On the other hand, with a new product launch, you typically plan it well in advance. So a blitz campaign that includes direct mail, TV commercials and Internet display ads along with a PR campaign, can be coordinated so it all starts to roll out around the same time to make a big splash.

Remember, timing is a key part of any small business advertising campaign.

#### 6. Set an Advertising Budget

Be realistic when setting your advertising budget. We all want [free advertising](#). But usually you need to budget for some level of spend.

Next in your small business advertising checklist, consider these three factors when setting your budget. Look at:

- **Past history** – If you've advertised in the past, you'll have a baseline to start from. Evaluate past campaigns to see if they hit the mark with good results. And look at what you spent. Adjust accordingly.
- **Lifetime value of a customer** – Consider what a sale is worth to you to make sure the cost of the advertising will lead to profitable sales. Know what a completed sale "conversion" is worth to you, advises Robert Brady, a Certified Google AdWords partner with [Righteous Marketing](#).  
"Know the lifetime value of a customer. And know how much you're willing to commit to acquiring that new lead or purchase

## 7. Select Outlets to Advertise In

Find media outlets that align with your goals, audience, timing and budget.

In other words, what media outlets or properties are the best places to advertise` for what you want to accomplish? Start with where you audience spends time.

If you decide pay-per-click search ads are appropriate, the obvious choices are [Google AdWords](#) and [Bing ads](#). Or perhaps you know that a large chunk of your target audience enjoys Pinterest. In that case, [promoted Pinterest pins](#) may be an obvious option.

However, other types of advertising may require more research to identify outlets.

Sometimes you find hidden gems.

You may need to check out various television or radio stations, websites, magazines, coupon clipper books, outdoor advertising or other media outlets. If you decide a particular outlet is promising, simply look on the website for the “sales” or “advertising” contact (or find a number to call and ask).

## 8. Create the Advertising Message and Graphics

Next, you will need to create the advertising message and “creative assets” (graphics, footage or audio) for your campaign. Some types of ads require professional design. Others can be do-it-yourself.

. **For instance**:For print ads, TV commercials and possibly radio spots, many small businesses engage the services of a creative agency to produce the ad assets to make a professional impression. Remember to budget for the cost of the ad creative assets. Many types of online ads, on the other hand, can be do-it-yourself. **For instance**, you can create Google AdWords or Facebook ads right within the provided dashboard. For display ads, you can have an inexpensive banner ad made through an online service such as [DesignPax](#) starting at around \$50.

## 9. Measure Results

Last but not least, measure results.

Based on your business goals, you should have identified specific metrics to know if your campaign is successful. You need to measure performance against those metrics.

Some types of ads, such as AdWords, are easy to measure because the data is automatically collected. **For instance, you can track click-throughs and identify how many converted into online sales or leads.**

Other types of ads such as television commercials may require you to manually collect and measure data. **For instance, you might need to compare the amount of foot traffic or the number of closed sales, before, during and after TV commercials run.**

As you track performance, learn and react. Tweak mid campaign if possible. Or do an analysis and debrief afterwards to learn for the next time.



### Assignment 3

Select an advertising campaign of your choice

Imagine you have been hired to develop an advertising campaign for a brand you are familiar with. Identify a niche that is not being served by this brand. Construct both an advertising campaign and a theme for this niche.

Prepare an overview of the product, its brand category, and the niche that it is intended to fill.

Evaluate the unfilled product niche, focusing on the demands of a specific market segment(s). Analyze the likely market segment(s) and its expectations for the fictional brand.

Design a brand image for the campaign that fits the market niche on which the brand is focused. Develop a campaign theme to communicate that image to the target market.

Outline a sample advertisement in which you illustrate both the campaign theme and brand image.

Format your assignment according to the following formatting requirements:

- a. Typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides.
- b. Include a cover page containing the title of the assignment, the student's name, the teacher name, the course title, and the date. The cover page is not included in the required page length.

Write clearly and concisely about **advertising campaign** using proper writing mechanics.

## Session three

### Types of media and interviews

There are many types of media who may approach you for your expertise. They may call you from a local paper for example, or small radio station. The journalist may be writing for a glossy magazine, a BBC radio programme or regional news. Some researchers or producers like to have experts helping them put together a programme, often months in advance of them being broadcast.

If you are not used to working with the media, it's probably best to try working with the printed media first - newspapers or magazines - rather than a live broadcast.

#### Press interviews

Newspaper journalists may not know anything about counselling, but they are very skilled at asking pertinent questions and extracting information. They sometimes have 'an angle' - or a particular point they want to make. So, ask what their angle is, and if you don't like it either try to negotiate or simply decline the interview. Print journalists tend to collect their stories by telephone, and it is very easy to say more than you intend over the phone.

If you prefer, ask for their questions to be emailed to you. Most journalists are happy to send you questions in that way.

#### Press interview tips

- Don't answer questions on the spot. Ask for all the questions, then say you will call back in a short while - ask if 30 minutes or an hour is okay. You must call back, but this gives you chance to work out the most important points
- Pretend that your supervisor is in the room with you
- Don't say anything to a journalist you would not be happy to see in print or hear broadcast

#### Before the interview

##### **1. Know the purpose of the interview**

Find out who is doing the interview and what angle or aspect of the subject they are interested in. How does your subject area link to other topical issues?

##### **2. Anticipate the questions**

Think through the areas you might be asked about. Unless you are being interviewed for the specialist media, go right back to basics. Why is the subject

important? What are the implications? Work out the three or four most important points you want to get across.

3. **Know your subject**

The media have chosen to interview you because you know the subject. Draw on this for your confidence and share your knowledge.

4. **Stay within your area of expertise**

Your interviewer is unlikely to have as much knowledge about your subject as you do. Sometimes this means they make assumptions or think you have more information than you do. Don't be afraid to say you don't know. You will be seen as a representative of BACP, so you may have to temper your personal views or qualify what you say to ensure your audience know whether you are giving facts or personal opinion.

5. **Relax**

Take a little time to gather your thoughts and get yourself organised. Take a few deep breaths, make a conscious effort to relax your body and speak clearly and slowly.

### **During the interview**

- Don't pack your answers with too much information. It really doesn't matter whether you directly answer the questions - just get your key points across in the simplest way possible.
- Your language is vital. Your audience may not understand technical speak, so find simple alternatives.
- The best interviews are conversations between the interviewer and interviewee. Be confident about your subject - you are the expert, but try not to come across as patronising.
- Breathe before speaking and don't rush your words.

### **Television interviews**

---

There are three types of TV interviews - live studio interviews, recorded studio interviews and location interviews (usually at your place of work).

### **Before the interview:**

- On TV your message is about how you look as well as what you say. Avoid bright patterns and tinted spectacles, as these are accentuated by TV.

- Get to the studio at least an hour in advance. This gives you chance to calm down, have a glass of water, check the questions and become familiar with the environment.
- Don't take notes into the studio - you'll keep looking to check if you've made all your points. If you've only got have three points to make you should be able to remember them.

### **Try to find out:**

- What's the purpose of the interview - why you are there?
- What's the first question you will be asked - and more if possible? If you can, chat to the person who will be interviewing you. This will help you build up a rapport and you may even be able to steer their questions in the right direction. Don't be afraid to tell them what you feel is the most important aspect of the issue and the implications this may have for their viewers.
- Will the interview be live or recorded? If it's recorded, will the tape be edited? If so, you know you can apologise and ask to do your answer again if you get something wrong.
- How long will the interview last and, if recorded, how long will the finished piece be? This will help guide you as to whether you must be succinct or if you can be more leisurely. It's always worth having a punchy sound bite ready, as this might be all they can use.
- What's their source of information? If it's a press article make sure you read it fully beforehand.
- How much does the interviewer already know, and what do they want to learn?
- Will you be interviewed alone or is there another guest? If there's someone else, find out about their views so you know if the interview will be mutually supportive or confrontational.
- How will you be introduced? Make sure they get your name, title and place of work correct.

### **During the interview:**

- Don't move around or wave your arms - or you could disappear out of shot.
- Don't look straight at the camera unless the situation demands - your eye contact should be with the interviewer.
- Keep it relevant. It may be really important to you, but what about the viewer? If it isn't relevant or interesting to them don't say it.
- Repeat your key point - it's better to say the same thing several times in different ways than to say several things once.

## Radio interviews

---

Radio interviews can be live or recorded. They can take place in a radio studio, on location or over the telephone.

Radio interviews are similar to TV but have a few distinct differences:

- Radio can respond more quickly to events and possible stories and, as it does not have the costs of TV, covers more individual stories overall.
- Because it is not a visual medium you can use simple notes, but make sure you don't just end up reading them.
- For a phone-in, a pad and pen are essential to write down the callers' names and the pertinent points of their questions (but try not to rustle!).
- tips for preparing and doing media interviews

Over the years I have helped many people prepare for media interviews and I have been interviewed myself hundreds of times on tv, radio and with print media. Media interviews can be a great opportunity to get your message across but they can also go horribly wrong. I hope my advice on how to prepare and tips for doing interviews will help make sure your next media appearance is a triumph that you'll want all your colleagues and friends to hear about.

### What kind of interview is it?

To help you prepare, you need to think about what you are preparing for. Ask yourself these questions:

- Is the interview on TV, radio, for printed media or another format, such as online?
- Is the interview live or recorded?
- How long is the interview?
- What is the format – is it just you and the interviewer or are others involved?
- Who is the interviewer and do I know anything about their style and approach (if you don't, you could look them up online)?
- Where is the interview taking place?

### What do you want to say?

Take a few minutes to jot down some notes, asking yourself these questions:

- What is the purpose of doing this interview?

- What is the main thing I want to say?
- What information, evidence or examples do I have that will support the point I want to make?
- What questions is the interviewer likely to ask – from easy to difficult – and how will I respond?

### Practice

- Take a few minutes to talk out loud about the points you want to make in the interview.
- Ask a friend or a colleague to ask you some practice questions.
- Record your practice using your phone.

### Doing the interview – ten tips:

- Stay calm and polite.
- Speak slowly, you might be tempted to go too fast so slow it down.
- Use single, clear sentences to make your point.
- Enumerate if you have a complex point to make, e.g. “I think there are three key issues here...”
- Use examples and personal experiences and insights.
- Correct the interviewer if they make inaccurate statements.
- Stop talking when you’ve made your point, don’t keep going, even if the reporter leaves a gap.
- Don’t always accept the premise of the question.
- Avoid repeating negative questions back at the interviewer before answering them.
- Remember that the dictaphone, microphone or TV camera might still be running after you think you’ve finished.



## What are the quality guidelines for dubbing/recreating?

Updated 5 years ago

The chart below contains a series of questions that will help you produce Khan-style translated videos. Use these questions to judge the quality of your/other translators' videos.

If you feel that your video needs improvement, we ask that you please re-record it! This chart addresses both **general** factors (factors that influence the quality of any video) and **non-specific** factors (factors that only influence the quality of translated videos).

### Clarity

- Do you feel like you have a strong understanding of the concept and could paraphrase/explain it yourself?

### Personality

- Does it sound like a friend talking directly to you?
- Does it feel sincere?
- Does the narrator sound happy and enthusiastic? (but not to the point of distraction)
- In general, try to imagine you are talking to one person, not to a crowd. Sound like a friend sitting with them, not as if you are reading from a script. Use terms and phrases that you would use in normal conversation. Many learners come to the site anxious about understanding the material. Friendliness will help them relax and focus!

### Structure

- Does the translation follow the original (same order of ideas)?

### Visuals and interactivity

- If the video is recreated, does it follow the same order as the original?
- Are any newly-created visuals clear and readable?

### Video producing

- (Audio) Is there severe background noise?
  - (Audio and video) Are audio and video synchronized?
  - (Length) Is it significantly longer than the original video?
  - (Resolution) Is the resolution of the video clear enough?
  - (Editing) Did the creator edit to remove unwanted noises, coughing, pauses, etc?
- Important note: learn to edit video well, and you won't have to worry about mistakes while you narrate. Just fix them on your record!

### Consistency

- Are terminologies consistent and translated following a standard (could be terms

used in selected textbooks)?

- Does the video use localized units, etc. (e.g., the metric system instead of the imperial/US system)?
- Does the video think and teach in that culture (use common local names, etc.)? Make the information accessible to learners in your locale!

**Localization**

**Was this article helpful?**



# Dubbing



[Dubbing](#) in film and TV has opened the door for endless possibilities. It can allow a project to expand its reach across the world or patch up the holes that would otherwise sink the entire project into oblivion.

No matter how dubbing is used, we can agree that it is a post-production tool that can breathe life into a film or TV series. [Streaming](#) has allowed foreign content like *Money Heist*, *M.F.K.Z.*, and *Dark* to rise to a level of popularity that might have not been possible without dubbing. Dubs offer shows in a wide range of different languages for those who don't want subtitles or can't read them.

While the debate for subtitles vs. dubbing rages on, dubbing is here to stay. Understanding the history of dubbing in filmmaking and why many filmmakers still use the post-production tool will make you favor dubs over subs. Let's break down the importance of dubbing and how to construct a good dub in your next project.

Table of Contents

[What Is Dubbing?](#)

[Why Is Dubbing Important?](#)

[How to Dub a Movie or Show](#)

[Dubs Rise in Popularity](#)

[Dubbing in Anime](#)

[How to Avoid a Bad Dub](#)

[What Makes a Good Dub?](#)

[Best Tools for Dubbing](#)

## **What Is Dubbing?**

Dubbing is the process of adding new dialogue or other sounds to the audio track of a project that has already been filmed. The term "dubbing" came from doubling either the [Vitaphone](#) sound disc to synchronize sound with a motion picture or from doubling an actor's voice to films in the beginnings of the sound era.

Dubbing is typically used to translate foreign-language films into the audience's language of choice. Foreign language films are translated from the project's original dialogue, and the translator carefully decides what words to use based on lip movement, tone, and script.

There are two types of foreign language dubbing: [animation](#) dubbing and live-action dubbing. Animation dubbing allows the voice actors to have more freedom with their performances because animated faces are not as nuanced as human faces. Live-action dubbing is an imitation of the original performer's acting, but with a different voice. It is more constraining, limiting the freedom of the voice actor's performance.

An editor might also dub the audio when the original audio from filming isn't usable. Dubbing allows the filmmaker to obtain high-quality dialogue regardless of the actual conditions that existed during shooting.

Several other reasons dubbing is used are to add in [voice-over narration](#), sound effects to the original soundtrack, or substitute musical numbers for a more pleasing voice before filming the musical numbers. The new audio must be mixed with the other audio tracks so that the dubbing doesn't become distracting to an audience.

## **Why Is Dubbing Important?**

Dubbing can increase the reach of a project. If a film wants to be released internationally to be exposed to a wider audience, then the film will need to be dubbed into the language of the country it will be released in.

[Subtitles](#) can expand a film's reach just as much as a dubbed version of the film can, but there are limitations to subtitles. For one, some countries prohibit a film from being shown in its original language. Another reason is that some audience members can find the subtitles distracting from what is happening on screen, or they are unable to read the subtitles fast enough

to understand what is happening in the story. Many children's programs and films are dubbed because children are not going to read subtitles.

Another reason that dubbing is important is in cases when the original audio isn't salvageable. Dialogue may have been unclear or inaudible in a long-distance shot or from accidental air traffic, background noises, or the microphone was unable to pick up the actors' voices. In these cases, dialogue can be recorded after filming and audio mixed into the film without the audience missing out on any dialogue.

### **How to Dub a Movie or Show**

Audio dubbing requires planning, especially if you are translating dialogue from another language.

The process begins when a video master is sent to the localization provider. The video master will include a script, the video, and a sound mix for the project. The script is then time-coded, the reference number given to a specific point in time within a media file. If a script is not sent, the provider will transcribe the dialogue into a written text.

A script is created by a translator and scriptwriter. They will sit down and write the script in whichever language they are translating to based on the dialogue in the project. The translator has to keep in mind the linguistic differences while translating to keep the dialogue more conversational rather than an awkward direct translation that Google Translate would provide.

The translator and scriptwriter, sometimes the same person, will try to find the best words that preserve the tone of the dialogue and scene, the performances already established in the project, and the themes of the story while finding words that match up with the lip movements of a character. Bad syncs between the character's lip movements and the dub can be very distracting to the audience.

Translating editors are the glue to dubbing and subbing foreign movies. CREDIT:

The translator will know how to create scene timestamps for every original scene in the project to help the voice actors know the time where different dialogues take place and how long the lines are so they don't end up having dialogue that is too short or too long.

While the script is being translated, voice actors will need to be cast to perform the script. Finding voice actors who are fluent in the language that the project is being dubbed in is very important. The voices should sound similar to the original actors' voices or sound as if they could be the character on screen. If the original actor or character has a deep voice and looks like they should have a deep voice, then cast a voice actor who can do a deep voice. The dub needs to sound natural and match the tone of a character's voice and performance.



During the recording, the director and a sound engineer will work closely with the voice actor to ensure that the word choices are synchronized with the lip movements of a character. Typically, voice actors will not get their lines until they arrive on set, so the director will have them do a cold read, then provide tips on how to improve the line. The sound engineer is there to make sure the dialogue fits the scene, and that the voice actor is saying enough words to make the dialogue look natural.

Once voice actors have recorded their lines, it is time to edit the dub into the existing audio track. A new audio track will be mixed with the existing audio by a sound engineer and editor during post-production. Editors will have to adjust the timing of the dub in the scenes by slowing down or speeding up a scene so the new audio matches.

### **Dubs Rise in Popularity**

Dubbing has always been popular in filmmaking, but the use of dubbing foreign-language films found popularity in the late 1930s and 40s. With European countries swept up in ideas of [nationalism](#), citizens of those countries were limited to films and entertainment that were in their country's national language.

Many foreign films that were viewed in these extremely nationalistic countries like Nazi Germany, Mussolini's Italy, and Franco's Spain were subjected to script changes that aligned with their respective country's ideals and dubbed because of a distaste toward foreign languages.

The Soviet Union used dubbing as a part of its communist censorship programming which lasted until the 1980s. During these times, previously banned films started to flood into the country under the form of low-quality, home-recorded videos with one voiceover dub speaking as all of the actors in the film. Surprisingly, this one-voice-over dub is still common practice in Russian television with only films having a budget big enough for high-quality dubs.

Now, many countries have been democratized, but the roots of nationalism are still in place. France has the [Toubon Law](#), which prohibits the import of foreign films unless it is dubbed in French. Austria has the highest rejection rate of subtitles in the world, with more than 70% of their audiences preferring dubbed over subbed.

Even though English and French are the national languages in provinces of Quebec, all U.S. films are required to be dubbed in French.

### **Dubbing in Anime**

The sub vs. dub debate is a hot-button topic for anime fans. Unlike live-action movies and shows, animation allows voice actors freedom to perform without too many constraints. The



character's mouth movements do not have to line up perfectly with the audio, and the translator reinterprets the show for an English or other audience.

The problem with subtitles is that they are condensed versions of what the characters are saying to one another because they need to be able to fit on screen. The translations are not always perfect, and what is being said is normally chopped down into digestible bites that a viewer can read quickly. Subtitles can take someone out of the scene by forcing you to keep reading instead of watching.

Some people also reported that they retain information better when hearing it rather than reading it. Hearing dialogue in a show will stick with them longer.

One of the main problems found in dubbed anime is censorship. American-dubbed anime has a younger target audience, so scenes, suggestive dialogue, or anything deemed as taboo in the U.S. alters the content to be "suitable" for the viewer. Goku in the dubbed version of *Dragon Ball Z* sounds like a grown man with a deep voice but acts like a child. In the Japanese version of the anime, Goku sounds like a child. This was an obvious character choice made by the creators of the show.

The main reason viewers do not like dubbed anime is that the dubbing seems "off." It is a weird anomaly that exists because American audiences are not familiar with foreign shows, films, or content. As viewership grows for these shows, then the budget to dub will increase and provide the showrunners with more experienced voice actors, directors, and editors.

I don't have a preference and normally listen to both the sub and dub version of any anime I start to see which I like best.

### **How to Avoid a Bad Dub**

Dubbing a film or show can be tricky. The last thing a filmmaker would want is for a dub to distract the audience from the story.

Most of the time, voice actors and directors are working on the dubs with scripts that were written the night before since the turnaround time for dubs is so quick. Many of the final lines that make it into the final dubbed version of a foreign project are cold reads since voice actors don't always get to see the script ahead of time.

Sometimes, dubbing can be very jarring and out-of-sync with a film or series can create scenes that are awkward, badly synchronized, and just feel jarring to watch. Check out this scene from *Squid Game* to see what I mean:

*Video is no longer available: [youtu.be/MHkrjL0gm3M](https://youtu.be/MHkrjL0gm3M)*

While it isn't the worst dubbing in the world, there is something that feels off about the entire scene. Part of it has to do with the fact that native English speakers can see that the synchronization is off and that the diction of the English voices does not match up with the actors' performance.

Although the voice actor is limited to their performances with live-action projects, a voice actor should be able to imitate an actors' performance through their voice by watching the original actors' gestures, nuanced facial movements, and lip movements when they speak. Voice actors are typically alone in a recording booth, unable to hear the other actors' performances. The voice director will give tips to help mold the performance to their liking so the dubbed voices feel as natural as possible since they know what all of the other voices will sound like in the finished project.

### **What Makes a Good Dub?**

A creative and technical process requiring talent and time is what makes a good dub. The turnaround time for a feature-length movie is usually about six to 12 weeks. This time includes rewriting the script into another language, recording, and sound mixing.

Finding good performances that sync up to the project requires experienced performers and directors. It takes longer to get a good dub from voice actors and directors who have little dubbing experience.

Sound engineering and mixing are also components to having a good dub. Dubbed voices can sound like they were recorded on location and blended into the soundtrack.

Check out this clip from [Money Heist](#) to see how the dubbed voices are mixed well into the show's actions and other sound effects:

### **Best Tools for Dubbing**

If you are wanting to get experience in dubbing, then here are some of the best kinds of software you can download.

[Adobe Audition CC](#): [Adobe Audition CC](#) is one of the best audio dubbing programs on the market. Users of the software have enormous audio editing power from editing, mixing, and creating crisp audio production that will improve the quality of any video, film, show, or short. You can insert audio tracks into the desired video clips, add sound effects, cleanup, and audio restoration while having access to a wide variety of tools to edit and modify audio tracks.

WavePad: There is also WavePad, a software that allows you to record audio and import a wide range of audio formats including gsm, vox, WMA, Ogg, Flac, MP3, and more. WavePad allows

you to edit audio, reduce noise, restore audio, and has a wide range of audio effects that are easy to use. For longer projects, WavePad offers a bookmark function so you never lose your place.

**Magix Music Maker:** This software is perfect for anyone who is just getting into sound mixing. Magix Music Maker features a visually engaging interface and system that is easy to navigate. Its simple design is supported by its powerful editing tools. Many professional sound engineers use this software because of its simplicity while still being able to perform the same functions as the best software used for dubbing.

**Audacity:** Audacity is a free audio dubbing tool that both amateurs and professionals use. The interface is plain and simple to use but makes up for the lack of flare with its functionality. The audio editing program offers many features like managing multiple recording tracks, voice levels, and recording from microphones or multiple channels.

**Audacity software CREDIT:**

Without the discovery of dubs and synchronizing sound to motion pictures, cinema could have been shown in silence up to this very day. Dubs have forever changed the course of sound in film and television by pioneering the way for better audio quality. We must appreciate dubs' impact on modern cinema instead of bashing it for its inability to sync with an actors' lip movements and realize that dubs are preferred and more inclusive.

Next time you watch a series or film, turn on the dubs. You may find a better way to translate the script or mix the audio better to make the dub voices sound natural. Practice how you would direct a voice actor or mix the audio to make a better dub.

As more and more foreign content is finding popularity in the U.S., the demand for voice actors, voice directors, and sound engineers will increase, and you might find yourself working on those projects with your newfound knowledge of dubbing.

## Role of Artificial Intelligence (AI) in Media Industry



Looking back at the days when “*conversing*” was characterized by painting on caves and sending news and information via pigeons to the present when *Facebook-ing*, *Snapchatting*, or *tweeting* our thoughts and ideas to the world has become the norm, we’ve traveled a long complicated way.

In today’s world which is ruled and impacted by digitalization, technology is the powerful magic tool giving wings to our pigeons, the pigeons which are now multiple mass media platforms that include TV, newspapers, or news media.

Giving a whole new shape and identity to these platforms is **Artificial Intelligence**, a technology that is characterized by the imitation of human intelligence for its usage in machines and for programming them to think in terms of humans and to mimic their actions.

### Applications of AI in media

To say the applications of AI are many, would be an understatement. The use of **Artificial Intelligence** is constant and ever-evolving in every sector of life. Here I will be offering a brief overview of the application of AI in media.

*“The AI is there. You’re just not seeing it in the ways you would have expected.”* - Jason Harrison, CEO of North America for WPP’s Essence

As we rapidly shift towards a world characterized by digitalization, the power of AI expands and stretches till not even the media industry has been able to escape its clutches. The industry has



also been undergoing a high degree of transformation with digital media paving its way towards becoming the main focus of interest across all its sub-sectors that include TV, Print, and Radio.

### **Recommended blog - [AI in Media](#)**

Below are a few central areas, residing under the umbrella of Media, that AI has impacted and transformed, for the better or worse.

#### **1. AI in Controlling Bias**

Defeating the rising bias is one excruciating stigma which the media has been facing in today's modern world. The information being catered to the audience may often be layered with degrees of bias leading to misleading content instead of factual, balanced news.

While Artificial Intelligence certainly holds the threat of being an apprentice in the indulgence of these very biased tastes at the same time it could also be a part of its resolution. In various cases, AI assists in reducing the subjective interpretation of the data of the human as its machine learning algorithms are trained to only consider the variables which improve their predictive accuracy, based on the data used for training. AI decisions unlike decisions made by humans can be explored, overseen, and interrogated.

As quoted by [Andrew McAfee](#) of MIT, *"If you want the bias out, get the algorithms in."*

Let's take the example of [Knowhere](#), a startup news company that is widely known for its impartiality. The company uses a combination of machine learning technologies as well as human journalists for creating its news stories.

The site uses its AI to select a story, taking into account the latest trends. Once a topic is selected, it explores thousands of news sources for gathering content, irrespective of the opinions the sources propagate, while also looking into the reliability of the source. Then on the basis of its research, the AI writes its own **non - biased version of the story**.

Yet at the same time, the company also has a pair of human editors reviewing each of its stories and then feeding the edits back to the AI, which could end up being a major defect for the tech seeing how AI's tend to adopt the biases of their creators.

#### **2. AI in Social Media**

As the use of Social Media expands and booms at an increasing rate over the years, so does the hold Artificial Intelligence enjoys over it.

### **Facebook:**

The entire backbone of [Facebook](#) is based on understanding and gaining knowledge of the behavior of its users, yet with its massive user base, it makes use of several techniques to do the same.

- **Deep Learning** - This technique doesn't need any definite data from an image and has the ability to comprehend the context of an image as well as to analyze its contents using meta and text. For instance, if there is an abundance of tiger images and videos being shared across Facebook this technique can produce insights to understand the frequency of appearance of products with these images and videos in order to place ads for the people who might like to watch tiger videos.
- **DeepText** - This technique uses [neural networking](#) to analyze the words in user posts in order to understand their context and comprehend their meaning, with its own algorithm.
- **Face Recognition** - This technology is used to recognize human faces in two or more different images. The technology's accuracy has also made it the target of much controversy.

---

### *AI in Social Media*

---

### **Twitter:**

- **Tweet Recommendations** - [Twitter](#) makes use of AI for recommending tweets on the user's timeline and ensuring that the relevant tweets are catered to them first. It makes use of [Natural Language Processing \(NLP\)](#) to analyze thousands of tweets per second and provide insights into the inclinations of the users.
- **Removing Hateful Accounts** - Twitter makes use of AI algorithms to flag and removes the accounts that are promoting extremist groups or hateful tweets.



- **Image Cropping Tools** - Twitter enhances user experience through the use of neural networking and displays only the most intriguing part of an image for its thumbnail.

### **Instagram:**

- **Search Suggestions** - With millions of photos being shared on the platform every day, [Instagram](#) leverages AI to create its search function with its massive database to help users find images related to their own favourite activities and experiences.

### **LinkedIn:**

- **Job/ Connection Recommendations** - [LinkedIn](#) makes use of AI for offering job recommendations, suggesting people for the users to connect with, and delivering specific posts on the user's feed.

## **3. AI in Automated Journalism**

Automated journalism, which also goes by the name of “**robot journalism**”, makes use of natural language generation algorithms that are powered by AI in order to automatically convert data into various news stories, images, videos, and data visualizations and then distribute it via automated journalism platforms.

Its power has brought it under the scrutiny of many moral debates as various experts believe its use could lead to loss of jobs and the circulation of fake content.

- **AI's role in writing and reporting articles** - AI is being leveraged by publications to deal with the laborious and tedious tasks and remove them from the journalist's workload. For instance, Patch a publishing network has integrated AI within its content management system for creating and distributing its repetitive articles such as weather and financial reports, on the basis of its existing framework.
- **AI's Role in recommending and creating multimedia** - The images in publications are recommended through machine algorithms, based on the relevance of their context and past engagement criteria. For instance [Getty Images](#), the visual communication giant launched “**Panels**”, a new AI tool for media publishing that recommends the best visual content to accompany a news article. Panels infer from Getty Images's database and provide the media editors with a customizable research assistant for summarising articles and offering a selection of images for varied elements of the story.

- **AI's role in generating subtitles** - It is integral for media companies to ensure that their content remains appropriate for consumption from audiences of varying regions. For doing so, it is required that they offer precise multilingual subtitles in case of their video content.

Drafting subtitles in a conventional manner can prove to be highly time-consuming and draining for the human translators, not to mention the struggle involved in identifying the proper human resources for translating the content in specific languages.

With human translation also being largely susceptible to errors, media platforms adopt AI-based technologies such as NLP and natural language generation. For instance, YouTube's AI permits its publishers to automatically generate closed video captions, added on the application, ensuring that their content is easily reachable.

- **Content personalization** - Popular video streaming platforms such as Spotify and Netflix are accomplished as they supply content to people from all demographics, who have varying preferences and tastes.

Such platforms adopt AI and machine learning algorithms for studying individual user behavior and demographics to suggest what the users can have interest in viewing or listening to after their present video and ensuring that they are constantly kept engaged. Therefore, these AI-based platforms offer users content catering to their particular preferences, facilitating them with a profoundly customized experience.

- **AI's role in creating and distributing interactive data visualizations** - AI has also played a dynamic role in enabling publishers to create interactive [data visualizations](#) in a short time period. For instance, [Opinary](#), a Berlin-based startup is an AI-powered product that goes through articles to comprehend their subject and then creates interactive data visualizations, placing them directly into the articles that allow users to share their opinion on the topic of the article, while also including the responses from other readers in real-time.

## **Conclusion**

***“AI has the potential to improve billions of lives, and the biggest risk may be failing to do so. By ensuring it is developed responsibly in a way that benefits everyone, we can inspire future***

*generations to believe in the power of technology as much as I do,” - Sundar Pichai,*  
CEO, [Google](#) & Alphabet

I would conclude by saying that while Artificial Intelligence holds a massive degree of power and capacity and the promise of evolution and booming of the media and all its varied sectors, its very power could also prove to be its biggest deadly weapon. Thus AI has to be effectively channeled and accurately used for it to be a positive advancement.



Communication, non-verbal	اتصال غير لفظي
Communication, Strategy	استراتيجية الاتصال
Communicator	قائم بالاتصال
Conferences	مؤتمرات
Declaration	تصريح
Desk Editor	المحرر المقيم
Dialogue	حوار
Editing	تحرير
Editorial	افتتاحية
Editorialist	كاتب الافتتاحيات
Embargo	عقوبات تجارية
Copyright	حق التأليف-الملكية الأدبية
Daily Newspaper	صحيفة يومية
Declaration	تصريح
Defuse the Crisis	نزع فتيل الأزمة
Demonstrations	مظاهرات
Destabilize	يزعزع
Draft-Resolution	مشروع قرار -مسودة قرار
Dramatist	كاتبدرامي
Freedom of the Press	حرية الصحافة
Genocide	إبادة جماعية
GoodFriday Accord	اتفاق الجمعة الحزین
Guarantee	ضمان
Elections	انتخابات
Endorse	تصديق
Envisage	وضعتصور
Envoy	مبعوث

Statement	بيان رسمي
Stock Market	البورصة
Strained	يتأزم
Red Cross	الصليب الأحمر
Restraint	ضبط النفس
Responsibility	مسؤولية
Riots	شغب
Round the Clock	على مدار الساعة
Scenarist	كاتب السيناريو
Scene	مشهد مسرحي - منظر
Schedul(ed)	مزمع - برنامج
Scheme	خطة
Script Writer	كاتب النص
Secretary General	أمين عام
Security Council	مجلس الأمن
Settlements	مستوطنات
Short Term	قصير الأمد
Shuttle Diplomacy	الدبلوماسية المكوكة
Speaker	رئيس - المتحدث
Spokesman	الناطق الرسمي
Turmoil	اضطراب
Underground Press	صحافة سرية
Violations	انتهاكات
Vote	صوت ، تصويت
Writer	كاتب
Telecommunications	الاتصالات السلكية واللاسلكية
Text	نص
Theme	الموضوع-الفكرة الأساسية
Tangible	لموس
Arab - Israeli Conflict	الصراع العربي الإسرائيلي
Arab States	الدول العربية
Arab Nation	الأمة العربية

Arab Nationalism	القومية العربية
Hit and Run	الكر والفر
High Level Delegation	وفد رفيع المستوى
Impose Sanctions	يفرض عقوبات
Left Sanctions	يرفع عقوبات
Just and Lasting (Comprehensive) peace	السلام العادل والشامل
National Aspirations	تطلعات قومية
National Necessity	حتمية قومية
Peace Process	عملية السلام
Peace Tracks	مسارات السلام
Political Science	علوم سياسية
Ousted Government	الحكومة المعزولة
Regionalism	الإقليمية
Regional Cooperation	التعاون الإقليمي
Safe Haven	ملجأ آمن
Social Welfare	الرخاء الاجتماعي
Status-Quo	الوضع القائم
Strategic Supremacy	التفوق الاستراتيجي
The Validity of the Agreement	مدة سريان المعاهدة
The World Bank	البنك الدولي
Transitional Government	حكومة انتقالية
Vote of confidence	اقتراع الثقة
Vote of No-Confidence	تصويت بحجب الثقة
War of Liberation	حرب التحرير
Wage a War	يشن حرباً
War Crimes Court	محكمة جرائم الحرب
War of Words	حرب كلامية